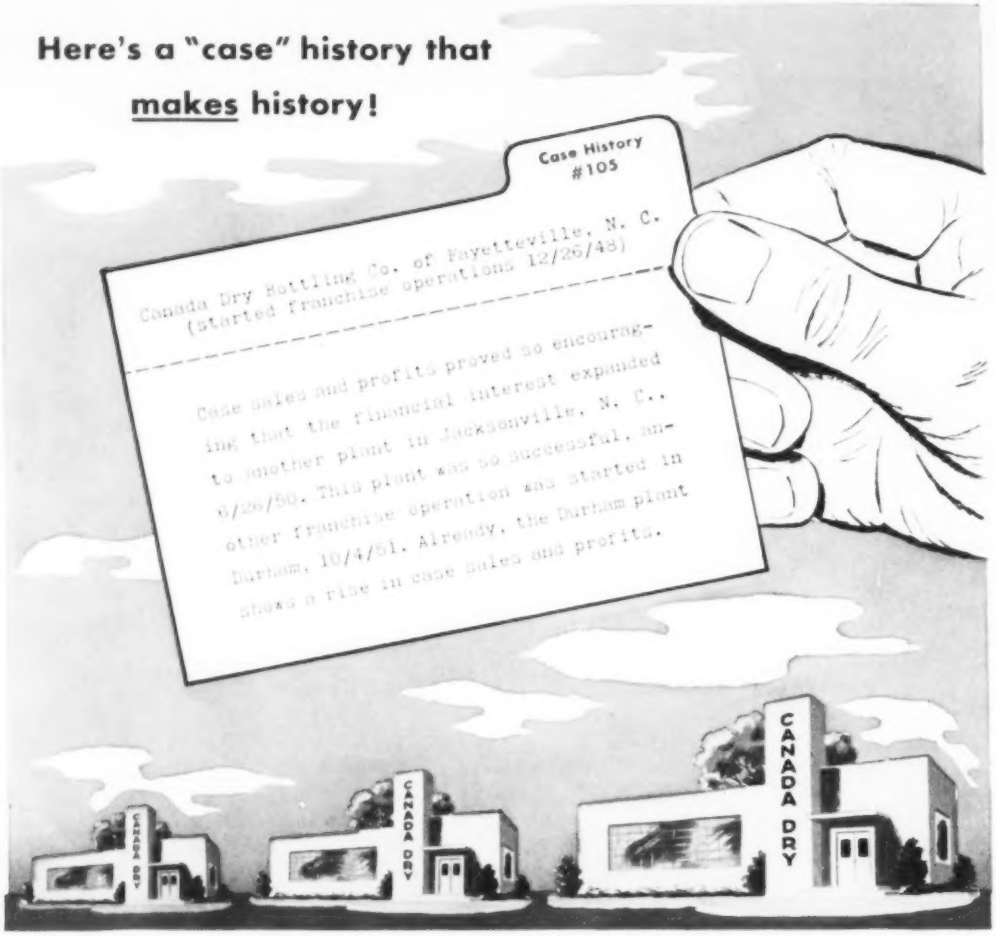
★ JUNE, 1952

National Bottlers' Gazette

PIONEER PUBLISHERS OF THE SOFT DRINK INDUSTRY • EST. 1882

Here's a "case" history that <u>makes</u> history!



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CANADA DRY

Price Controls Likely to Continue—But Some Industry Suspensions Probable

The Senate Banking Committee's approval of the continuation of price controls, plus the fact that this is an election year, was interpreted last month by Washington authorities as "sure signs" that price controls will be extended by Congress.

However, because of mounting anti-control sentiment, both in and out of Congress, it is believed that the nation's legislators will at least attempt to set a formula for automatic decontrol at certain price levels. OPS, which already has suspended ceilings on certain commodities, told N.B.G., in an exclusive interview late last month, that it is now preparing standards for suspension of controls, and will review the possibility of decontrolling the soft drink industry, among others, when these standards are established. (For full report on OPS interview, see article beginning page 33.)

More Price Boosts—Coke of Rhode Island Goes to 90c

The steadily-thinning ranks of bottlers maintaining the 80-cent-per-case wholesale level further narrowed last month, as reports of new price boosts came in from scattered sections of the country.

Most important "break" was a boost to 90 cents on May 5 by the big Coca-Cola Bottling Co. of Rhode Island, Inc., with plants in Providence and Woonsocket, R. I., and Fall River and New Bedford, Mass.

Earlier, price advances to 96c were reported by the Coca-Cola Bottling Co. of Morgantown, W. Va.; seven Savannah, Ga. operations (except Coke); and several Texas plants, including Coca-Cola bottlers in Palestine and Sulphur Springs.

The above-mentioned increases follow the recent "big break" to 96c by bottlers in nine Florida cities (May issue). N.B.G. estimates that approximately 75% of the nation's bottlers are now selling at above the eighty-cent level.

1951 Case Sales Hit Record High: Bottle Per Capita Up To 163

Case sales of bottled soft drinks during 1951 reached the highest level in the industry's history, according to preliminary tabulations from the ABCB 1951 sales survey. A total of 1,043,825,000 cases was sold by the industry last year, a gain of 04.2% over the 1950 total of 1,001,751,474 cases.

Per capita consumption also increased—from 158 bottles annually in 1950 to 162.7 bottles in 1951. However, the per capita level in 1951 of approximately 163 bottles was behind the all high record established in 1948 when each person in the United States consumed on the average 164 bottles.

The accomplishment of a substantial volume gain in 1951 takes on added significance when it is realized that it was achieved with higher consumer prices generally, unusually cool summer in some sections of the country, and a number of labor disruptions.

Austin (Tex.) Bottlers Set Carton Deposit: Minnesota, Connecticut May Follow

Austin, Texas soft drink bottlers, including the local Coca-Cola Bottling Co., last month increased bottle and case deposits and simultaneously established a 3-cent carton deposit. Their new bottle deposit is 3c, while the case deposit is 28c.

The action was taken, Austin bottlers said, "due to the increased cost of beverage cases, bottles and cartons." They informed their dealers, in a special circular, that the carton deposit would prove helpful in the orderly return of empties (in carriers) and in increasing store traffic and sales.

Solid interest in carton deposits was also manifested in Minnesota and Connecticut. In a special bulletin, the Minnesota Bottlers' Association took note of the Austin action, and reported that "bottlers from Albert Lea, Fairmont, Faribault, Mankato, Red Wing, Rochester and Waseca are now giving consideration to the advisability of inaugurating a carton deposit in their territories."

The Connecticut bottlers' organization circulated a

Top soft drink industry officials from every section of the nation gathered in Chicago late in May for two important meetings. One was the annual spring meeting of the A.B.C.B. Executive Board, at which the whole gamut of trade problems and projects was reviewed. A highlight of this session was a gathering (above) of national association officers and directors with state association leaders, parent company officials, supply trade executives and business press editors. The other major conclave was an unprecedented conference

news bulletin on "the serious problem of carton costs," along with a questionnaire asking bottlers for their opinions on the "feasibility of charging a deposit on cartons."

Crown Makers Seek Price Hike; Say Capehart Adjustment Not Sufficient

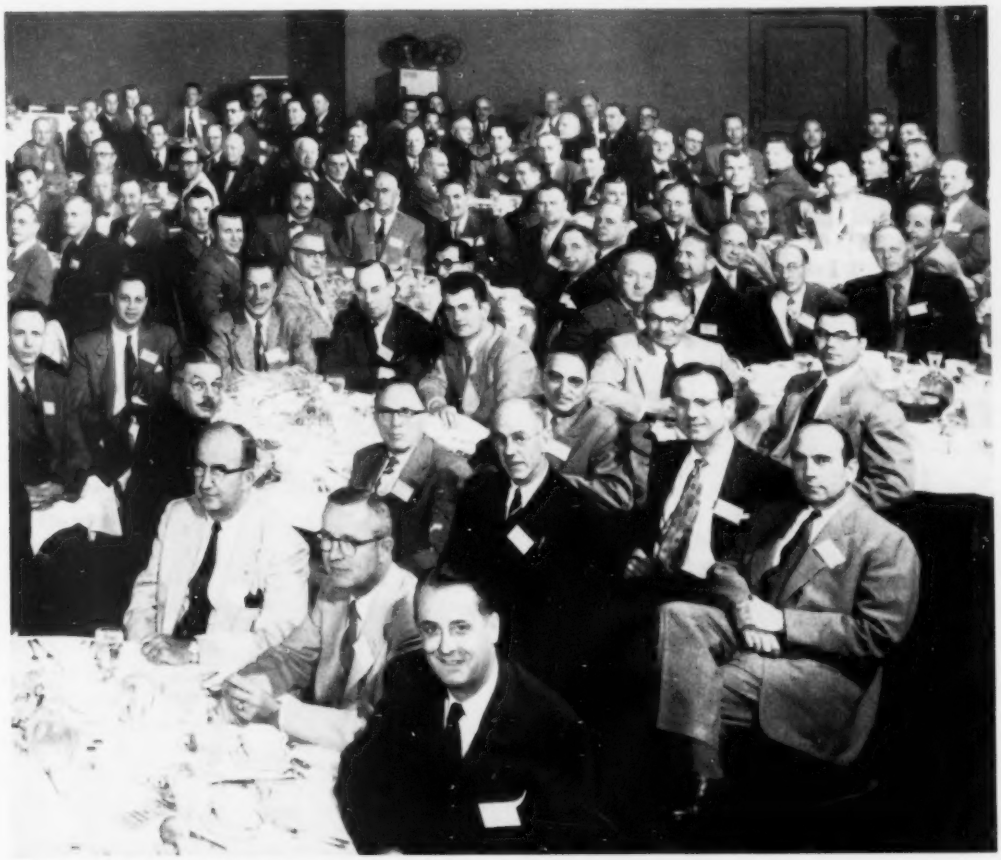
Members of the Crown Seal Manufacturers Industry Advisory Committee last month asked the Office of Price Stabilization for an industry-wide upward ceiling price adjustment under the OPS industry earnings standard formula.

The committee, stressing the urgency of its request, said that increased materials (cork, tinplate, freight, etc.) and labor costs have impaired the industry's earning position to an extent which will qualify it for an upward adjustment of ceiling prices under the earnings standard formula.

Members said that ceiling price adjustments under the so-called Capehart Amendment would not be sufficient because a substantial part of material and labor cost increases have occurred since the Capehart cut-off date of July 26, 1951, and furthermore, any ceiling price adjustment would have to apply on a uniform industry-wide basis because of the industry's highly competitive price level.

Industry Concerned Over Further Sugar Price Advances

ABCB's Special Sugar Committee, meeting in Chicago May 23, gave intensive study to a problem that is worrying all bottlers—the threat of runaway sugar



of officials of 33 state bottlers' groups, designed to promote the growth and welfare of the state organizations. At both meetings, groundwork was laid for better liaison between the national and state associations, and plans were set in motion for further study and action on anti-beverage propaganda, sales promotion techniques, dealer cooperation, costs, bottle returns, sugar, and discriminatory taxation. There also was much discussion on the forthcoming A.B.C.B. Convention-Exposition (Nov. 17-20, Atlantic City).

prices coupled with an actual shortage of supplies. Committee members take the view that both possibilities are outgrowths of the Department of Agriculture's announcement of a sugar quota of 7,700,000 tons for 1952, despite the fact that industrial sugar users believe that more than 8,000,000 tons will be needed.

That there is ample reason for concern was indicated in a report last month by the "New York Journal of Commerce." The business daily said:

"Refiners presumably will be forced into competition for the limited supply if the expressed intention of the Department of Agriculture is to be fulfilled. The department on several occasions has indicated that raw sugar prices had to be advanced sharply in line with the cost of living index rise."

PX's Begin Bottle Roundup Drive

Army and Air Force PX's throughout the nation this month are beginning an intensive bottle roundup campaign. Reason for the campaign is the mounting bottle losses (reportedly very high) suffered by exchanges and the bottlers supplying them.

The program will run from June 1st until September 1st—the heavy bottled drink consumption months. It will feature posters, installation newspaper releases, gummed strips, bulletin board briefs, installation radio announcements, cartoons, and additional suggestions for local implementation.

Sales Increases Reported by Three Parents—Coke, Canada Dry, Hires

Three prominent parent companies — Coca-Cola,

Canada Dry and Hires—reported continued sales increases in latest financial statements.

The Coca-Cola Co. reported the largest first quarter gallon sales in its history, and announced a consolidated first quarter net profit of $4,122,982, compared with $4,120,637 in the same period of 1951.

Canada Dry Ginger Ale, Inc. disclosed that net sales for the first six months of its fiscal year ending March 31 were $31,082,066, compared with $28,995,319 a year ago. Net income for the six-month period was $734,589, as against $1,012,602 in the corresponding period of the previous year.

Charles E. Hires Co. showed net sales of $2,698,055.41 for the six months ended March 31, 1952, compared with $2,667,586.92 for the identical period a year ago.

Elsewhere in the financial picture, the *Pepsi-Cola Co.* last month reported new progress and plans for further expansion. President Alfred N. Steele announced that (1) stockholders' equity increased in the last year from $22.3 million to $26.8 million, the highest in company history; (2) Pepsi-Cola bottlers will spend an estimated $7 million this year for capital equipment; and (3) for the first quarter of 1952, Pepsi's consolidated net income was $175,000, compared with a net loss of $50,000 for the comparable period of 1951.

Tea Industry Confident It Can "Dominate" Summer Beverage Business

The tea industry, which is launching a heavy summer advertising campaign on iced tea this month, is confident that the product will become the most popular beverage in the hot weather months. In announcing ad plans, a spokesman for the Tea Council declared:

"We firmly believe that iced tea can well become the dominant product in the entire summer beverage business."

SQUIRT BEGINS HARD-HITTING AD DRIVE

The Squirt Company last month launched a new national ad drive featuring the hard-hitting competitive theme: "If sweet soft drinks leave you thirsty . . . then Switch to Squirt." The new slogan will appear in national magazines, on outdoor ads, and on a variety of point-of-sale pieces. Radio and TV also will be used in the campaign—reportedly largest in Squirt history.

Report Coke Bottlers Getting More Ad Help

Coca-Cola bottlers are receiving increased advertising support from their parent company, "Tide" magazine reported recently.

"The company has revitalized its co-op program after a two-year retrenchment," the publication said. "Several new media have been added to the list which up to now included only newspapers, poster and daytime radio. Bottlers may now get company help on spot radio and TV, painted walls, spectaculars and outside electric point-of-sale signs—all subject to company approval, of course. In the broadcast media, bottlers have their choice of time and station, but must air approved announcements (Coke likes sports and new participations) or sponsor its new company-produced western film."

New Tooth Decay Theory Cites "Exercise"

The Sugar Research Foundation, after an 18-month study of 266 boys in a New York community, have come up with a new working theory of the cause of tooth decay:

It is that lack of resistance to tooth decay may be the result of structural changes in the teeth which, in turn, result from too little hard, mechanical exercise. Significantly, the Foundation discovered no evidence that consumption of soft drinks is in any way related to dental caries.

News Briefs

Harrison Jones, Chairman of the Board of the Coca-Cola Co. for the past ten years, retired June 1. He remains as a director of the company.

Pennsylvania bottlers are still trying to collect certain beverage tax refunds, to which they feel rightly entitled. For one thing, many had large stocks of tax pre-paid bottled goods on hand when the levy was rescinded last June . . . Squirt's new and enlarged advertising campaign is expected to reach 50% more readers . . . Executive Board of Pepsi-Cola Bottlers Association, meeting in Chicago last month, got first-hand reports from top parent company officers—President Alfred N. Steele and Vice-Presidents Herb Barnet and Richard Burgess . . . Seven-Up Bottlers of the Metropolitan New York Trading Area this month will start co-sponsorship of an after-the-Dodger game TV feature, as part of a stepped-up summer promotion . . . "*Look* Magazine" highlights bottled soft drinks in an article on "America's Favorite Ice Cream Sodas," June 17 issue . . . A recommendation that schools stop selling soft drinks and sweets was endorsed at the closing session of a state conference on dental health at Virginia Beach, Va.

JUNE, 1952

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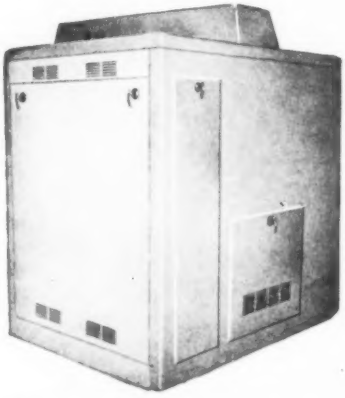

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MAKE THE **14** CASE TEST AT OUR EXPENSE

Red Diamond means better flavor for you

TRY *"Grape Imperial"* — a lip-smacking grape flavor

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Write for free samples of any flavor you desire

Liquid

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Get your generous sample now, before the big season starts. Mail the Coupon Today.

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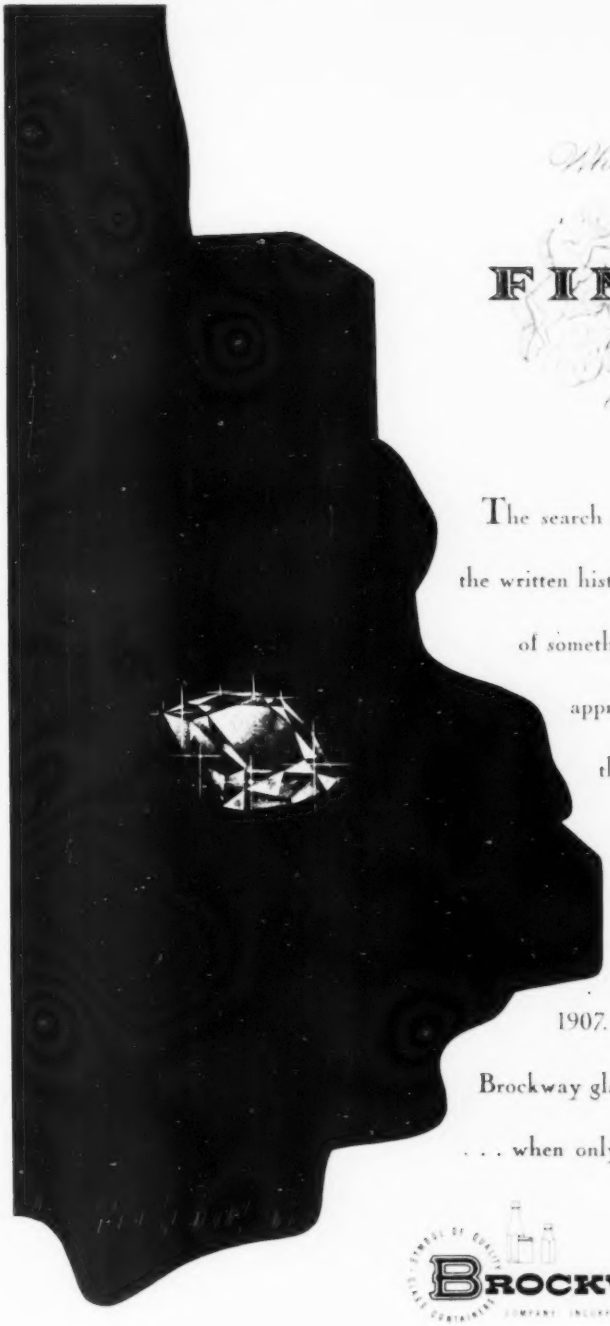

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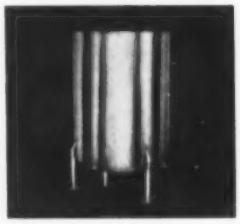

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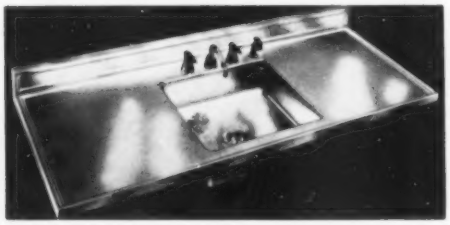
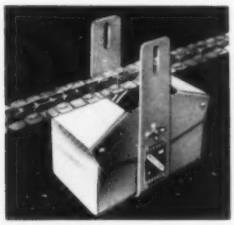
Complete with Stainless Steel cover and outlet valve. (All sizes available.)
Price $256.00 complete



STAINLESS STEEL SINK TOPS

Ideal for syrup room or laboratory. Special sizes available. The unit above is 60" and comes complete with faucets as shown.
PRICE $105.00

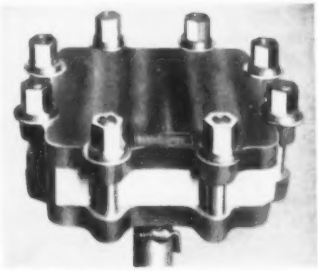


BEVCOLATOR

Lubricates chain conveyors automatically. No waste, no messy floors—lowers maintenance costs. **Price** . . . $35.00

SUGAR DUMPER . . .

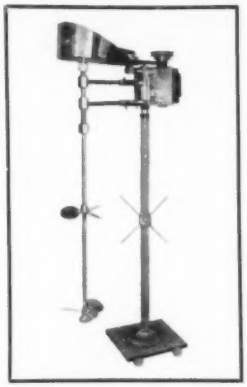
Real labor saver . . . for any liquid or solid . . . adjustable pouring height . . . stainless trough . . . motor driven.
Complete price . . . $395.00



RAPID FLO WATER FILTER

Nickel alloy, rust proof and corrosion resistant. Up to 1000 GPM. Polished finish.
PRICE $250.00

Now in stock . . . CYCLOTHERM BOILERS
10 & 15 h.p. packaged units, new in original cases.



3-SPEED PORTABLE MIXER . . .

Stirs — Blends — Mixes — Agitates . . . s.s. construction, adjustable height and universal swivel . . . set on rollers . . . ¼ h.p. unit (2) 6" blades . . . $192.50

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DIPPERS · SCOOPS · CANS
PADDLES · GRADUATES
TANKS · FITTINGS
WATER & DISC FILTERS

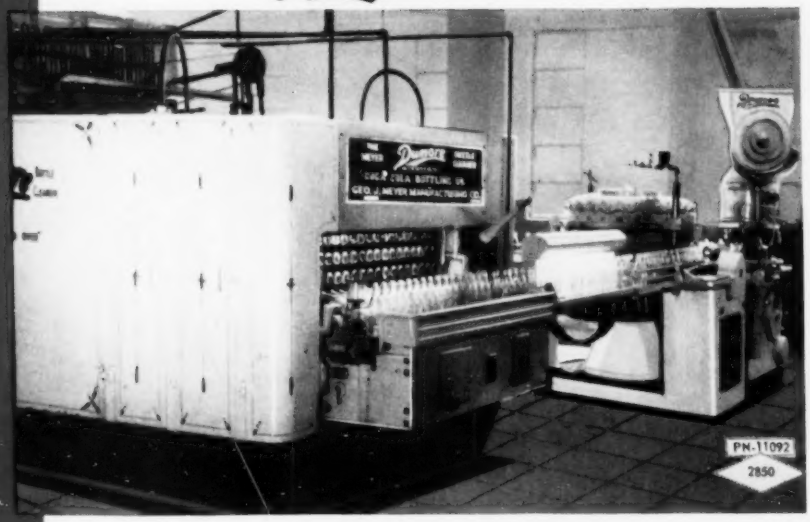
TERRISS
22 WOOSTER STREET • NEW YORK 13, N. Y.

PUMPS · MIXERS
INSPECTION LIGHTS
SYRUP STRAINERS
TESTING EQUIPMENT, ETC.

DIVISION OF CONSOLIDATED SIPHON SUPPLY CO., INC.

EMBOTELLADORA, S.A. Puebla, Pue. Mexico

use a 160 B.P.M. MEYER Dumore Bottling Unit



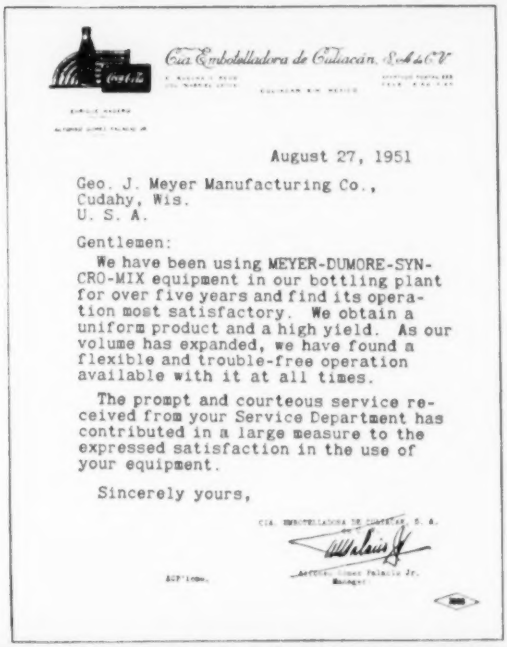
Embotelladora, S.A. Puebla, Pue. Mexico bottlers of Coca-Cola use 5 compartment, 16 bottle wide MEYER DUMORE BOTTLE Cleaner and a 24-8 MEYER DUMORE Filler and Syn-Cro-Mix Unit.

Proven Performance

The MEYER DUMORE Syn-Cro-Mix Filler installation at the Embotelladora, S.A. of Puebla, Pue. Mexico, and in nearly 400 other beverage bottling plants, throughout the world, has proven the MEYER DUMORE Syn-Cro-Mix . . .

- . . . **Practical and economical**
- . . . **Delivery of uniform product**
- . . . **Economical with gas**
- . . . **Inexpensive to maintain**
- . . . **Simple and easy to operate**

For cleaner bottles and uniform, dependable bottle filling buy the best . . . MEYER DUMORE Bottling Equipment. Why be satisfied with less? Write for descriptive bulletin.



Cia. Embotelladora de Culiacán, S.A. de C.V.

August 27, 1951

Geo. J. Meyer Manufacturing Co.,
Cudahy, Wis.
U. S. A.

Gentlemen:

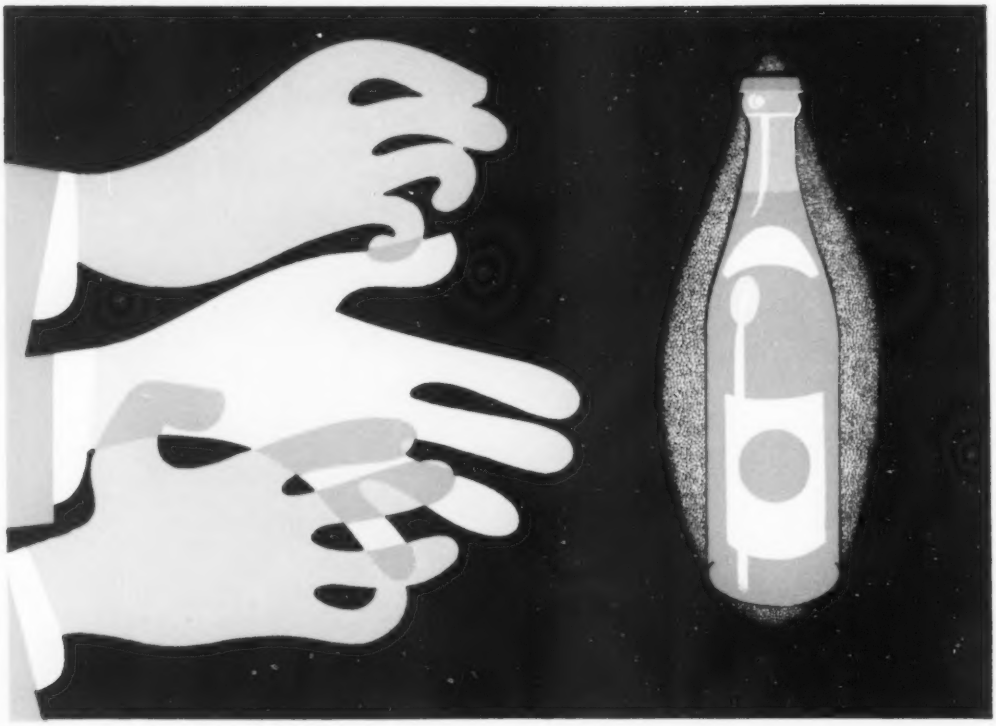
We have been using MEYER-DUMORE-SYN-CRO-MIX equipment in our bottling plant for over five years and find its operation most satisfactory. We obtain a uniform product and a high yield. As our volume has expanded, we have found a flexible and trouble-free operation available with it at all times.

The prompt and courteous service received from your Service Department has contributed in a large measure to the expressed satisfaction in the use of your equipment.

Sincerely yours,

USED THE WORLD OVER
Dumore
BOTTLING EQUIPMENT

GEO. J. MEYER MANUFACTURING CO.
CUDAHY, WISCONSIN, U.S.A.



Get Sweetening Power Plus Sales Power... with SUGAR!

Sugar* is the *only* sweetening agent used by most bottlers.

Here are some of the reasons—given by bottlers themselves in a nationwide survey:

"Greater sweetening power." "Better taste and flavor." "Better keeping qualities." "Sweetness more consistent—easier to control."

Soft drinks taste better, keep better—and *sales figures* look a *lot* better—when you rely on sugar to safeguard flavor and quality.

*Sucrose

SUGAR INFORMATION INC.
NEW YORK 5, NEW YORK

Take this Short Cut to More Homes

SunCrest
is your easy way
to open the doors to
more take home sales.

Its delicious, tangy flavor
just naturally appeals to the
youngsters and grown-ups, too.
That's why SunCrest goes home.

For a bigger share of the
"take-home" market in '52 . . . investi-
gate SunCrest franchise possibilities in
your territory today!

National Nu Grape Company
Atlanta, Georgia
IN CANADA
WYNDLA CORP., LTD. TORONTO

Twitchell's Strawberry* Cream

Bottlers tell us it's a hit . . . not here, not there, but everywhere!

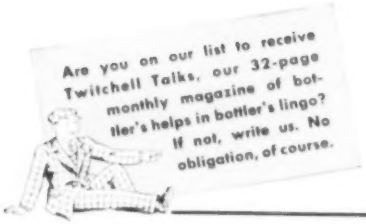
Yes, Twitchell's Strawberry Cream has really caught on from Coast to Coast. Many bottlers have substituted it for Cream Soda . . . found that Twitchell's Strawberry Cream quickly outsold the old standby.

The reason for all the enthusiasm? Delicious flavor, and that *clear, sparkling, colorful, enticing* appearance that makes customers' mouths water. It all adds up to tasty profits for you.

Twitchell's Strawberry Cream is a vanilla type, with that palate-pleasing strawberry overtone. It bottles easily, sells quickly, increases demand . . . fast.

We'll have a generous free sample on its way to you as soon as we receive your request. Write now . . . right now!

*Imitation Flavor



S. Twitchell COMPANY

82 years of service to bottlers

CRESTMONT AND HADDON AVES. • CAMDEN 4, N. J.

Editorial. . . .

THE NEW PATTERN

EVIDENCES have been multiplying—and when you gather them and analyze their importance—this definite and encouraging pattern emerges: The soft drink industry, which only a few years ago was written off as "sickly and critical," is today in a healthy, growing position. There are problems, of course, but they are the kind of problems that are encountered generally in the American business world.

This is not just the natural optimism that generally makes its appearance when the industry approaches its peak summer season. This is a new brand of optimism, based on cold, unemotional financial statements; factual surveys; and reports of current activities throughout the nation. Direct communication with hundreds of bottlers, supply trade officials and association leaders within recent weeks only serves to support and substantiate these evidences.

Let's look at some of the important "pieces" in this new pattern:

ITEM: Case sales of bottled soft drinks last year reached a record high. Per capita consumption approximated 163 bottles annually, second highest level in trade history.

A remarkable sales achievement which takes on added significance since it was accomplished with the highest price levels in trade history, abnormally cool weather in many parts of the country, a number of major labor disruptions—and by several hundred fewer bottlers than were operating in the peak per capita sales year (164 bottles, 1948).

ITEM: Bottlers in many cities of Florida, Georgia and Texas have raised their prices in the past few months.

The deep South, last remaining stronghold of 30-cent pricing, apparently is finally awakening to the need for revised pricing structures. That means more bottlers will have more funds to pour into capital improvements and volume-building efforts.

ITEM: Coca-Cola of Providence, R. I., boosts price.

In most of the nation's largest population centers (New York, Los Angeles, Philadelphia, Chicago, Birmingham, etc.), plus hundreds of smaller ones, Coke is now being wholesaled above the 30-cent level. If it were once true that Coca-Cola and the rest of the industry were sharply divided on price, this is not so now. Here is significant progress towards trade unification.

ITEM: OPS tells N.B.G. in exclusive interview (see p. 33) that it will soon consider decontrol of soft drink prices.

The special pricing problems of 12-oz. and quart bottlers and the "squeeze" experienced by these segments of the industry may shortly be relieved.

ITEM: Dr. Pepper builds big, new syrup plant in East; Pepsi-Cola bottlers this year will spend $7 million on capital improvements; numerous parent companies—big, medium and small—have record-sized budgets invested in advertising and merchandising programs this year; in reports on 1952 operations to date, all parent firms show continuing sales increases.

The industry's retrenchment period is over. Once again it is alert and ambitious, active and aggressive in sales programs . . . all signs of a vibrant industry with plenty of growth potential.

* * *

To be sure, the road ahead is not altogether a smooth and bright one, and failure to reckon with the obstructions would be both foolhardy and dangerous. Costs, particularly labor, are continuing to climb. Manpower pinches persist—particularly for high-grade sales and plant personnel. Certain materials, needed for soft drink manufacture and distribution, may become scarce and expensive as the nation enlarges its defense program. Some bottlers, who persist in maintaining anachronistic pricing levels, may be forced out of business. Competition, particularly from the frozen juice concentrates, will intensify.

However, these problems are neither critical nor peculiar to the soft drink industry, and can be taken by a healthy industry in its stride.

When all the pieces are fitted neatly together—the picture of the industry is clear . . . and bright!

There's Sales Opportunity in . . .

Seasonal and Bottle Size Preferences

Cash in on the variations in your own region to build bigger volume.

by CHARLES F. SCHLENKER, Account Executive, Bureau of Advertising, American Newspaper Publishers Association, Inc.

IN last month's article "There's Sales Opportunity In Local Preferences," we discussed the varying popularity of flavors in different regions of the country. Now, let's have a look at the seasonal and bottle size variations in the *home* consumption of soft drinks. Once again, the source of our information is the National Consumer Panel of Industrial Surveys Co.

Ours is a big land with wide swings in temperature from one part of the country to another. Table I tells the story for 162 key markets. You'll notice there are 30 cities where the normal mean temperature exceeds 55° in only three or four months of the year. At the other end of the scale, six markets never fall below 55°.

These climatic differences naturally affect the consumption rate and seasonal buying patterns of many different types of products: anti-freeze, baking products, cereals, coffee, tea—to name only a few.

Take tea, for example. In the South sales really zoom in the six hot weather months, which account for 77% of the entire year's consumption. On the other hand, in the Northeast, tea sales are pretty

* *Regions mentioned throughout this article are those set up for Industrial Surveys Co.'s National Consumer Panel, as follows: Northeast: New England, plus New York State, but not including New York City; East: Pa., N. J., Md., Del.; Southeast: W. Va., Va., N. C., S. C., Ga., Fla.; South Central: Ky., Tenn., Ala., Miss., Ark., La.; East Central: Mich., Ohio; Central: Illinois, Indiana; West Central: Wis., Minn., Iowa, Mo., N. D., S. D., Neb., Kan.; Mountain & Southwest: Mont., Wyo., Colo., Okla., Tex., N. Mex., Idaho, Utah, Nev., Ariz.; Pacific: Wash., Ore., Calif.*

WHY WEDG-WALLS®

hold costs down in your plant

What do you lose each time breakage occurs on your bottling line? The bottle and its contents, of course. But even more costly is your production and manpower loss.

Thatcher WEDG-WALLS help you halt such losses by reducing bottle breakage. These sturdy bottles actually are built to withstand physical impact, internal pressure and temperature changes. Here's how WEDG-WALLS do it!

- *Exclusive WEDG-WALL Design* Thatcher's wedge-shaped shoulder and sidewall give WEDG-WALLS greater strength . . . reinforce that area of the bottle receiving the greatest abuse.
- *Solid Base & Wall* These are molded to form one sturdy unit . . . insure better balance on your handling line. Glass in the WEDG-WALL heel is uniformly distributed . . . with none of the heel taps found in some beverage bottles, indicating a thin, weak side.
- *Perfect Sealing Surface* No sharp seams to chip or cut closures . . . no uneven lips to cause carbonation loss . . . because WEDG-WALLS have Thatcher's famous "Fire-Polished Finish".

Learn the full story on WEDG-WALL Bottles from your Thatcher representative! Or write, wire or phone Thatcher Glass for all the facts.

THATCHER *Glass*

MANUFACTURING COMPANY, INC., Elmira, N.Y.

Factories: ELMIRA, N. Y., STREATOR, ILL., LAWRENCEBURG, IND.

Representatives in Principal Cities

TABLE I

ANALYSIS OF NORMAL MEAN TEMPERATURE IN 162 KEY MARKETS

	Number of Markets	*Months Over 55*
	2	3
	28	4
	51	5
	22	6
	25	7
	11	8
	8	9
	4	10
	5	11
	6	12
Total	162	

SOURCE: Department of Commerce Weather Bureau Records

even month by month throughout the year. Southerners are great iced-tea drinkers, but don't go in for the hot variety. New Englanders, it seems, like it equally either way.

Enough for background. Let's get down to the cases you're interested in—cases of soft drinks. In Tables II and III, we compare the per cent of yearly business done in the summer versus the winter quarters. Colas, root beer, orange, grape, lemon and lime, and all others have been classified as "thirst quenchers" for the purpose of comparison. Ginger ale (which falls into both categories) and sparkling water have been grouped as mixers. These groupings are arbitrary, but they do offer some interesting comparisons.

The thirst quenchers show a much greater spread between the two seasons. Their sales are considerably higher in the summer and lower in the winter. Here are the percentage point differences between summer and winter for the entire United States.

Thirst Quenchers	Percentage Point Drop in Winter
Colas	13.0
Root Beer	25.7
Orange	24.2
Grape	23.8
Lemon & Lime	13.6
All Others	16.7
Mixers	
Ginger Ale	9.6
Sparkling Water	.4

Sparkling Water Volume Higher In Winter

In the country as a whole, ginger ale enjoys almost one-quarter of its yearly sales from December to February, but note the range of variation—from 26.0% in the Southeast* to 17.7% in the Pacific. As for sparkling water, winter sales are greater than summer in five of the 10 regions!

While it is true that the thirst quenchers do better in the summer, their winter sales are substantial. The cold weather season deserves your attention, especially if you handle those flavors which surpass the U. S. par by far in certain regions. Winter orange sales do extremely well in the Southeast—ditto for grape in New York City, and lemon and lime in the Mountain and Southwest region.

In last month's article, we suggested you compare your sales by type of flavor with the overall consumption pattern in your region. Where you were below normal on a certain flavor, an extra selling, advertising, and merchandising effort was indicated.

We'd like to make the same suggestion on the seasonal variations. Break down your volume by months and flavors. Compare these figures with the percentages in Tables II and III for your region. We'll bet you'll find your winter sales are pretty good. If not, at least you'll see that something can be done about them.

Then take a look at your advertising expenditures and how much money you are spending in each month. As Bruce Robinson, of the Bureau of Advertising, emphasized in his November, 1951 article "Winter Advertising—Soft Spot in the Soft Drink Industry," many bottlers jump on the advertising bandwagon for the summer and do little or nothing in the winter. When winter rolls around, there is no promotion money left.

Winter Promotion Pays

If your winter sales are below par, why not do something about it? It would certainly seem worthwhile to test the idea with a *con-*

TABLE II

SUMMER VERSUS WINTER PERCENTAGE OF ANNUAL SOFT DRINK SALES

THIRST QUENCHERS

	Colas		*Root Beer*		*Orange*		*Grape*		*Lemon & Lime*		*All Others**	
	Jun Aug	*Dec Feb*	*Jun Aug*	*Dec Feb*	*Jun Aug*	*Dec Feb*	*Jun Aug*	*Dec Feb*	*Jun Aug*	*Dec Feb*	*Jun Aug*	*Dec Feb*
	%	%	%	%	%	%	%	%	%	%	%	%
New York City	38.8	16.3	38.0	15.3	45.1	15.3	25.8	25.2	46.1	20.7	30.6	21.7
Northeast	32.8	21.4	40.8	17.3	41.5	14.6	49.2	11.3	35.2	23.9	37.0	15.0
East	35.1	21.0	36.9	18.7	37.0	17.9	46.1	12.2	36.0	21.1	35.9	21.1
Southeast	32.1	20.8	36.1	18.4	32.4	23.7	34.8	15.3	45.6	10.5	49.2	15.0
South Central	33.6	19.9	35.1	12.3	41.1	19.1	37.1	21.3	31.6	26.2	29.1	22.8
East Central	30.8	22.1	46.9	13.9	47.3	11.5	26.5	10.9	38.8	21.8	40.8	15.8
Central	32.3	21.1	43.3	17.6	39.6	20.5	28.2	23.0	38.6	19.1	33.0	17.8
West Central	31.7	23.2	41.0	14.8	39.9	16.5	48.9	10.2	33.3	26.5	34.7	17.1
Mountain & Southwest	36.1	15.1	44.6	9.1	46.1	9.1	40.1	14.9	32.0	27.1	44.1	14.1
Pacific	30.1	20.1	39.5	12.0	39.9	11.5	35.1	12.9	30.7	18.1	40.1	10.3
Total United States	33.2	20.2	41.1	15.7	40.1	16.2	39.0	15.2	35.9	22.3	35.1	18.1

* Including Birch Beer, Cherry, Cream Soda, Strawberry, etc.

SOURCE: Industrial Surveys Co. National Consumer Panel

sistent campaign in newspapers and other local media. Remember one thing: You'll be getting extra mileage from your winter ads because the majority of your competitors probably underspend at this time of the year.

Due to space limitations, we haven't touched on spring and fall business. While soft drink sales peak during the summer, there is good volume throughout the year—volume that could grow considerably bigger for many bottlers if given the proper advertising support. To get the picture on the other seasons, just ask your local Bureau of Advertising member newspaper* to drop over a copy of "Regional Variations In The Home Purchase of Soft Drinks." There's no charge or obligation, of course.

Another indication of the local nature of your business lies in the bottle-size variations (Table IV). The large bottle (over 16 oz.) accounts for only 22% of the sales of all soft drinks in the entire country. But that figure covers all types for all regions.

Large Bottle Sales Highest In Northeast

Locally, the preference changes drastically. In the U. S. as a whole, 84% of the ginger ale is consumed in the large size. This preference grows to 91% in the East and drops to 58% in the South Central. Root beer shows an even wider swing, from a high of 59% in the Northeast to a low of only 5% in the South Central. We don't want to bore you with statistics, so select the flavors you sell and make your own comparisons.

We believe you can put this bottle-size information to work for you in the same way as the regional and seasonal data. Bottlers not getting their share of the large-size business may well find it profitable to go after it through extra emphasis in their advertising and promotion. If your region enjoys only a fair share of the larger bottle volume, additional use of newspaper advertising, point of sale material, and other local media can help you build this business.

Just one word of caution. Don't go overboard in featuring the bottle (large or small) in your advertisements. It's fine to give it play, for package identification is important. However, don't build your entire ad around a picture of the bottle. Readers are usually more interested in the contents of the package, and the reasons *why* they should buy it, than the package itself. The Bureau of Advertising has been studying and analyzing newspaper readership for a good many years. Generally, our studies show that when the package dominates the ad, readership suffers.

See you next month, when we'll conclude our series of articles with a discussion of the relative effectiveness of various advertising media in building larger soft drink volume.

**Chances are that your newspaper is a member, since the Bureau's membership comprises approximately 1,000 United States and Canadian dailies, large and small. If your newspaper is not a member, the Bureau invites you to write it direct, at 570 Lexington Avenue, New York 22.*

TABLE III
SUMMER VERSUS WINTER PERCENTAGE OF ANNUAL SOFT DRINK SALES
MIXERS

	GINGER ALE		SPARKLING WATER	
	June / August	*December / February*	*June / August*	*December / February*
	%	%	%	%
New York City	34.7	22.0	28.6	25.6
Northeast	34.1	21.9	23.3	29.0
East	33.3	25.0	26.5	30.2
Southeast	28.5	26.0	25.2	23.4
South Central	39.2	19.6	13.9	25.0
East Central	31.8	23.3	39.3	21.5
Central	29.3	26.1	13.9	34.8
West Central	29.0	24.8	23.8	17.3
Mountain & Southwest	35.3	20.5	35.6	15.7
Pacific	33.3	17.7	19.1	30.6
Total United States	32.8	23.2	26.8	26.4

SOURCE: Industrial Surveys Co.
National Consumer Panel

TABLE IV
PERCENTAGE OF SOFT DRINK SALES IN LARGE SIZE BOTTLE*

Region	*All Types* %	*Colas* %	*Ginger Ale* %	*Root Beer* %	*Lemon & Lime* %	*Orange* %	*Sparkling Water* %	*Grape* %	*All ** Others* %
New York City	50	1	86	53	20	58	76	84	91
Northeast	52	6	89	59	15	67	59	77	64
East	40	2	91	42	36	43	82	39	73
Southeast	5	1	75	21	5	9	73	8	14
South Central	1	0	58	5	0	3	64	2	2
East Central	25	1	71	37	20	25	68	9	27
Central	17	1	78	53	19	30	53	21	37
West Central	11	2	79	23	13	20	78	7	13
Mountain & Southwest	6	1	92	20	12	11	96	6	7
Pacific	27	9	85	42	27	31	93	22	46
Total United States	22	2	84	41	22	32	75	20	54

* Large Size Bottle—Over 16 oz.
** Birch Beer, Cherry, Cream Soda, Strawberry, etc.
Zero percent means less than .5%

SOURCE: Industrial Surveys Co.
National Consumer Panel

17 Most-Asked

Crowning Questions —And Their Answers

Publication of the article, "Tips On Crowning Troubles", in last month's issue, evoked a response from N.B.G. readers that was both profuse and laudatory. One prominent crown manufacturer flatly stated it was "the finest and most practical presentation on the subject of crown use, handling and storage I have ever read".

In the same down-to-earth, clear-cut language that won such acclaim, John J. Nurnberg, the author, has prepared a follow-up article in which he answers the most frequently-asked questions on crowns and crowning.

Mr. Nurnberg, a crown authority in every sense of the word, has spent many of his 40 years in the crown field as a "trouble shooter", dealing directly with soft drink bottlers and their crown problems. He presently serves as a consultant.

by JOHN J. NURNBERG

Q. Are crowned bottles of carbonated water having an initial carbonation of five volumes able to indefinitely hold the same pressure, or does some leakage occur?

A. Indefinitely is a long, long time, and we would say "no" to the question since other factors are involved, such as variation in temperatures and storage conditions. We have seen tests of bottles with 3.5 volumes of gas which held this pressure for two years, and we have heard of a test in which five volumes of gas remained constant after 18 months. However, no crown manufacturer could guarantee these results.

Q. Does the wax-treated cork disc have better sealing qualities than cork discs which have not been wax treated?

A. The primary purpose of the wax treatment is to help resist any transmittal of cork taste to the beverage. Another definite advantage is that there is less seepage on inverted bottles which have been crowned with wax-treated discs. This, of course, could be evidence that the treated discs do make a better seal.

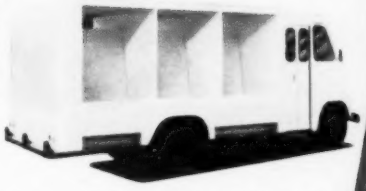
Q. Is a badly centered spot liable to cause leakage?

A. Leakage can occur from a spot crown where the spot is decidedly off-center because the sealing area of the disc is definitely decreased on one side of the lip of the bottle.

Q. Why do bottles stored on their sides or inverted generally show more black discoloration

The NEW HERMAN PALLET BODY

Research told us what bottlers needed. Surveys of bottlers from all parts of the country revealed their likes and dislikes . . . what they required in pallet bodies. Herman engineers translated these requirements into the new Herman Pallet Body . . . designed to save time, labor and money . . . truly a "bottlers' bottler body."



MADE BY THE MAKERS OF THE FAMOUS

"5 WIDE... LOTS LOWER"

Here are just a few of the features of this rugged beauty that you and bottlers like you, helped design:

- **Extra load capacity.**
- **Depressed roof for empties or extra cases on "heavy" days.**
- **Body undercoating for longer life.**
- **Heavier metal at points of greatest stress.**
- **Light weight, all-steel, all-welded construction.**
- **Scientifically balanced load distribution.**

Optional features include easy-sliding, disappearing doors on roller tracks that fit snugly alongside convertible partitions. Herman Pallet Bodies are built to any desired specifications for mounting on any conventional or cab-over-engine truck chassis.

DESIGNED IN BEAUTY

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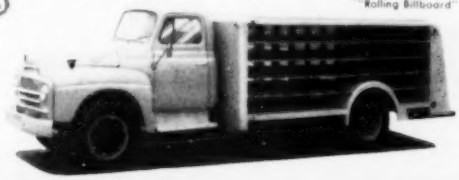

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Orange No. 12

Cloudy, with color, 100% True Fruit. For a finished drink that captures the tangy sweetness of the orange itself.

Golden Orange No. 19

Juice type orange drink. Golden Orange in color. Dilute 1 gallon of Orange No. 19 with 16 gallons of 32° Beaume Simple Syrup—plus fruit acids and Sodium Benzoate. Makes a particularly fine drink.

Other Orange

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Representatives in Principal Cities

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VIRGINIA DARE

EXTRACT CO., Inc.
Bush Terminal Building No. 10
Brooklyn 32, New York

under the skirt than bottles stored upright?

A. When bottles are on their sides or inverted, any moisture on the bottle drains downward into the crown and further aggravates this condition.

Q. Why doesn't rust form on the raw edge of the crown as noticeable as underneath the skirt of the crown after it is applied to the bottle?

A. This can be caused by the fact that moisture is trapped in the inside part of the crown and eventually starts rusting where the lacquer film and tin coating were scraped from the metal during crowning. The raw edge, being exposed to the atmosphere, would dry quicker, and the rusting be delayed.

Q. What are safe pasteurizing temperatures to use on gelatin binder cork disc spotted crowns?

A. Gelatin binder cork discs will be satisfactory for use in spotted crowns at all temperatures used in any of the present day drinks. This includes beer and pasteurized orange and similar drinks which use temperatures from 140° F. to 190° F.

Q. What are the safe pasteurizing temperatures to use on gelatin binder cork disc non-spotted crowns?

A. Before the advent of the metal spot, all breweries used gelatin binder discs, and they had satisfactory results. In bottling practices today, we believe 140° F. is a safe temperature.

Q. Since resin binder cork discs have mold resisting qualities, would an aluminum spotted resin binder cork disc be better than an aluminum spotted gelatin binder cork disc?

A. No.

Q. If properly applied sizing materials and finishing varnishes assist in protecting the metal from rusting, why isn't all plate sized?

A. There is no definite information that sizing gives any extra protection against rusting of the metal. We do know that it has disadvantages such as giving greater thickness of film which can result in softer decoration and more rusting of the crown.

Q. Since vinylite spots make a better seal, why don't more bottlers use vinylite spots?

A. Most soda beverage bottlers use vinylite spots, which are definitely better than aluminum for sealing highly charged waters. Vinylite is not completely vapor resistant and while they would make a good seal for beer, there is a possibility with the present vinylite that some "bubbling" of the material could take place after long storage periods. When this occurs, there could possibly be a slight taste, although from what we have seen of aluminum spots, the same problem of a slight taste could occur because some of the aluminum spots split or crack during the bottling operation.

Q. What is the approximate temperatures at which the crown decoration softens in the pasteurizer?

A. There is no definite point where this occurs, but practically all decorations soften at pasteurizing temperatures but, upon drying, will assume their original toughness. It is for this reason that it is not good policy to stack the filled bottles on top of one another directly after pasteurizing, unless the bottoms of the baskets or cases do not touch the top of the underneath bottles.

Q. What is the approximate storage life of crowns which have been spotted with gutta percha backed spotting material?

A. Crowns should not be stored longer than six months under ideal storage conditions, although we know from experience that crowns stored for much longer periods are satisfactory.

Q. Why does the crown manufacturer increase the thickness of the cork disc for a spot crown?

A. Since the use of a spot decreases the effective sealing area of a crown, the cork is made thicker so that heavier crowning pressure will be used to compensate somewhat for this decreased sealing area.

Q. How do we know the binder is evenly distributed over the cork particles so that the cork machines produce bars of uniform strength?

A. We have to assume, from experience gained over the past years, that the method of distributing the binder is satisfactory. This is further proved by the fact that you can cut a bar into discs and by testing the individual discs, determine if all particles had been satisfactorily treated.

Q. In tropical climates, will gelatin binder cork discs, spotted with aluminum or vinylite, tend to disintegrate after they are crowned on a bottle?

A. There could be no disintegration, providing there had been no molding of the cork disc before crowning.

Q. Does Matte Plate have better rust-resisting properties than Fused or Bright Finish Plate.

A. There is very little, if any, difference between the rust resistance of the two finishes.

Q. Can the present crown be improved or will it be superseded by another type of seal?

A. The present crown has been in use for nearly 60 years, and many patents have been taken out for devices which were supposed to eliminate the present method of sealing a bottle. Some of them had merit, but they were expensive to make and did not have any com-

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pensating features to warrant an increased cost.

Many years ago, an aluminum seal of the pull-off type was put on the market. This seal was formed from rolls of thin aluminum and assembled with its cork disc right at the crowner. A piece of the aluminum hung from the side of the cap which, when pulled, tore the cap off the bottle. It had some advantages and was used at various times by a number of bottlers, mostly breweries. It still finds favor in some European countries. In recent years, another type of seal made of aluminum was brought on the market, but it would not hold pressures sufficiently well.

In the writer's opinion, there are possibilities of improving the present crown, particularly the improvement of the cork disc, which may some day be replaced. A number of patents along this line includes the use of a ring of cork which acts to seal the beverage in the bottle by contacting only the lip of the bottle. The same idea was used by substituting a rubber ring for cork. A crown of this type would eliminate spot crowns since the beverage would contact the lacquer coating in the crown.

A crown with a latex type seal was used in Mexico about 20 years ago and was used by one brewery for years. The developments in this country include a rubber formula which is dropped into the crown. The crown is then spun at high speed so that centrifugal force would make the rubber run to the seal holding part of the crown. Another development was to mold a rubber composition directly in the crown, and another method was to roll out sheets of a rubber composition, punch discs from the sheets, and insert and cure them in the crown shell. Some foreign countries are interested in developing the rubber-lined crown.

In the writer's opinion, this type of crown has future possibilities; and since it permits a saving in the cost of the metal part of the crown, it may be manufactured at a reasonable price, perhaps cheaper than the present spot crown.

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Beverage Price Controls May Be Suspended!

In exclusive interview, price officials say decontrol will be considered soon. . . . Chances slim at present for special relief for 12-ounce, quart bottlers.

by J. E. STEVENS
Staff Editor

Two top OPS officials concerned with soft drink pricing regulations told *National Bottlers' Gazette*, in an exclusive interview on May 23, that:

(1) Suspension of soft drink price controls, among those of many other commodities, will be *considered* by the price stabilization agency as soon as definitive standards for such action, now in preparation, are completed.

(2) Factors that would *tend to favor* price control suspension are (a) the competitive nature of the soft drink industry, as evidenced by the fact that a substantial portion of beverage volume, in small bottle sizes, is being wholesaled at below-ceiling levels, and (b) the absence of inflationary characteristics in the trade (soft drinks and the commodities used in their manufacture and distribution are in plentiful supply).

"Control Not for Control's Sake"

The two price agency officers—C. C. Benedict, Assistant Director of the Food and Restaurant Division, and John Paschke, Chief of the Grocery Branch — emphasized that "we are not interested in control for control's sake."

They said that if examination of all the objective facts indicated that the soft drink industry would qualify under the suspension criteria, "then our course is an obvious one."

The OPS officials conceded that present pricing regulations governing the soft drink industry may not fully answer the pricing problems of *all* bottlers.

They noted that price control regulations are formulated on the basis that they be "generally fair and equitable" — that is fair and equitable for the industry as a whole. And they explained that OPS attempts to remove inequities through the issuance of special orders, supplementary regulations or amendments to existing ones.

Both OPS officials voiced their awareness of mounting industry pleas for special price relief for the 12-ounce bottlers and the quart bottlers. But it was their contention

GETTING THE FACTS FIRST-HAND . . .

N.B.G. Staff Editor J. E. Stevens, left, gets first-hand "dope" on OPS beverage pricing regulations, policies, and plans from John Paschke, center, Grocery Branch Chief, and C. C. Benedict, right, Assistant Director of the Food and Restaurant Division.

that OPS still does not have sufficient evidence to warrant any moves in these directions.

Why No Quart Regulation

With respect to quart pricing, they declared that "the so-called failure of OPS to give help to the quart segment of the industry is in truth directly attributable to the failure of this element of the trade to supply adequate costing and other data from which could be determined the advisability of special quart price relief."

In support of this argument, attention was called to a still unchallenged statement made by Mr. Benedict at the 1951 ABCB convention (and also substantiated by the national association): that despite several efforts by ABCB to acquire this information, only a handful of completed questionnaires were returned by the quart bottlers who received them. The OPS officials added that returns from any less than 300 quart producers "would not constitute a fair and reasonable basis of study."

In view of the deadlock stemming from the quart bottlers' unwillingness to supply the data that OPS insists it must have to consider special relief for the quart field, they declared that the quart bottlers' only alternatives at present are the possible application of (1) General Overriding Regulation 10, which allows a bottler who is operating at an overall loss to improve his position up to a break-even point, and (2) GOR 20 and 21, the Capehart regulations, which permit bottlers to adjust their selling prices in the first six months of 1950 to the extent of all cost increases up to July 26, 1951.

Application of these overriding regulations by 12-ounce bottlers—as a way out of pricing difficulties—was also indicated by the OPS officials. For, although they acknowledged that "there might be a 12-ounce price problem," here again they contended they lacked sufficient evidence to justify a special order. Their present attitude on the 12-ounce bottler situation is this:

OPS Position On 12-Ounce

The 96c ceiling price, affecting all split sizes, is still "generally fair and equitable." That the cost of producing and distributing a 12-ounce drink is appreciably larger than that for a 6-ounce drink is, in the opinion of OPS, in part irrelevant for two reasons:

(1) The 96c price was not necessarily the *minimum* level that could have been established. Even taking into consideration recent increases in cost, it still permits a fair margin of profit to most bottlers.

(2) 12-ounce bottlers knew and assumed the extra cost risk involved when they elected to produce and distribute this package size. These bottlers agreed to accept a smaller return per case with the hope or plan that they could attract volume away from the 6-ounce group. This was reflected in the price structure at the time of the Korean outbreak.

This is not to say that OPS will indefinitely refrain from taking any

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action on the 12-ounce problem. The agency's position, however, is that it is extremely reluctant to alter any such historical industry price practice until and unless it is concretely established that such decisions are necessary for the stability and continued operation of the businesses under consideration.

"If the cost of materials and supplies increased drastically, it may not be reasonable to continue to expect the same price levels to exist for the two different split sizes," the OPS officials said. "The question is whether costs have risen sufficiently high to warrant a separate price level for the 12-ounce bottler. One test would be to determine whether the margins on 6-9 ounce and 10-12 ounce merchandise bear the same relationships as they did in the pre-Korean period. We intend to look into this soon."

OPS indicated that before any suspension action is taken if the industry qualifies, the price regulations to which soft drink prices would be re-triggered in event of renewed inflationary pressures would have to be revised and amended to handle any serious price problems that exist at present.

Answer Specific Questions

Mr. Benedict and Mr. Paschke also answered the following questions on price regulations:

Q. What is your attitude towards an order which would permit any bottler to raise his price to the maximum wholesale level existing in his territory?

A. We would prepare such an order, if the facts warranted it, under the application of the earnings standard to the industry as a whole. As a matter of fact, it might even be the technique of granting price increases under the "generally fair and equitable" standard which is the basis of all price control regulations.

Q. What is your attitude towards permitting bottlers to increase their wholesale prices to certain dealers, like restaurants, who are charging above-average retail prices—8c per bottle and higher?

A. We would be wholly against it. Such outlets have customarily worked with a higher mark-up, and if their wholesale prices were increased, they would probably and could legally raise their retail levels still higher.

Q. Are you aware that since costs vary greatly from area to area, present regulations tend to favor bottlers in low-cost areas, in effect discriminate against bottlers in high-cost areas?

Aware Of Cost Differentials

A. We are aware of the existence of cost differentials in various sections of the country. But, on the basis of all the facts we now have on hand, we are still convinced that current pricing regulations affecting the soft drink industry are "generally fair and equitable" and not discriminatory. Furthermore, numerous bottlers in high-cost areas had increased their prices to well above 96c per case before price ceilings were established. Since we have not ordered any rollbacks, they are still permitted to maintain these above-ceiling levels.

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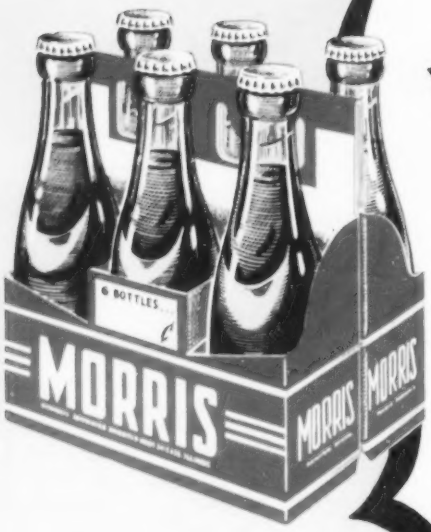

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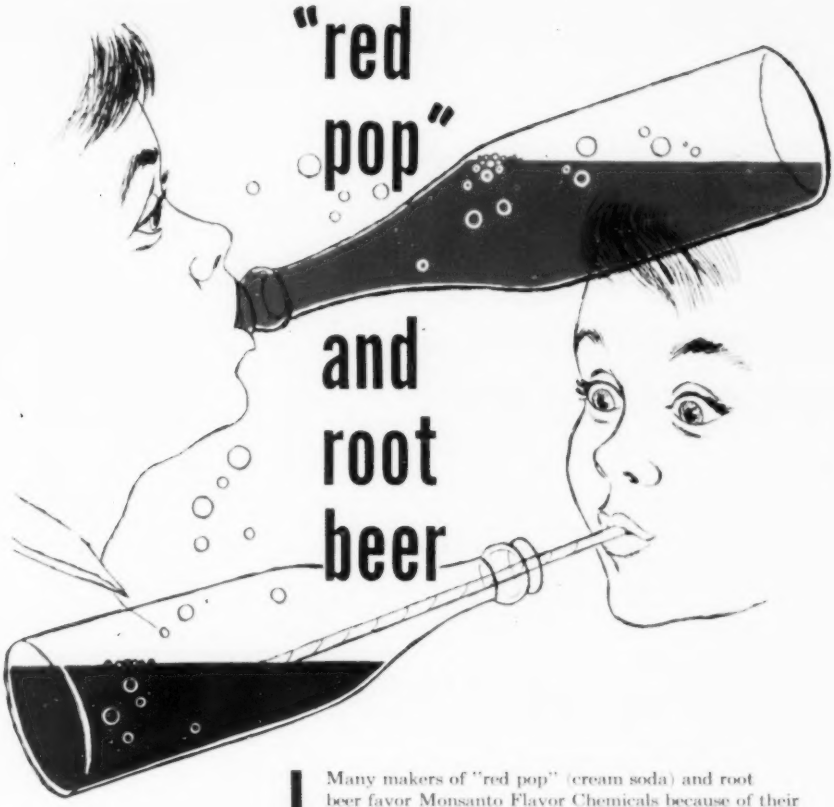

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Methyl salicylate (synthetic oil of wintergreen), Ethavan (ethyl vanillin), vanillin and coumarin are Monsanto Flavor Chemicals that serve the Soft Drink Industry. All have *true* flavor, *true* aroma. They have the high purity and uniform quality characteristic of Monsanto production for 50 years.

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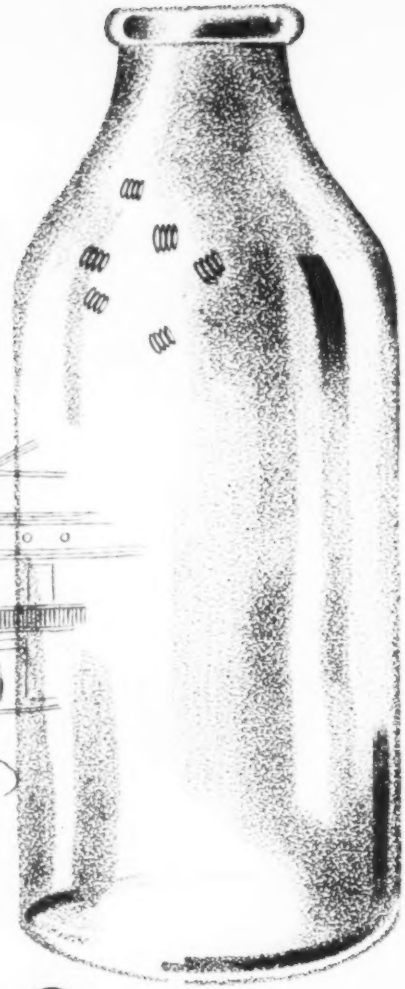

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DIAMOND ALKALI CHEMICALS

"Quinac," Canada Dry's Gin Mixer, To Get Big Summer Push

CANADA DRY expects a skyrocketing rise in the popularity of Quinac quinine water this summer, and is introducing a completely new four-bottle carton with strong promotional backing to insure a doubling of sales over last year.

As recently as four years ago, Gin and Tonic, the drink with the Quinac mixer, was practically unknown except to the carriage trade. Its popularity has spread like "chain lightning," and sales last year reached a total of over 16 million drinks. In some sections of the country it has already become the most popular summer cooler of all. This summer, Canada Dry believes, Gin and Tonic will be a national sensation.

The company's star salesman in the new promotion will be their new carrier carton, described by Vice President W. S. Brown as "unquestionably the most deluxe carton ever introduced in the U. S. beverage market. It is die-cut in design, and is the first carton to be printed in full color."

A square unit holding four 12-oz. bottles, it will be featured in a new merchandising display, with the slogan "Take it cool—Make it easy."

Canada Dry's all-out drive, Mr. Brown said, "is geared to the proven fact that Gin and Tonic is the only new drink in years to show positive promise of becoming a national favorite." Season after season, winter and summer, sales keep doubling. With steadily widening distribution, the company expects their gay new carton to be on sale at 200,000 retail outlets this year, almost twice last year's number.

Another indication of the drink's coming of age is that several leading distillers have begun featuring it in their promotion and advertising campaigns for this summer.

Canada Dry plans a strong program of advertising, with full color pages and black and white ads in twelve national magazines, including *Time*, *Esquire*, *New Yorker*, and *House and Garden* among others. Newspaper roto sections will also be used in major cities. All ads will feature the two main attractions of the Gin and Tonic: its unique cool taste, and the ease of making it.

NEW CARTON FOR "QUINAC" . . .

Completely new, with die-cut edge and printed in full color, Canada Dry's Quinac quinine water carton is "the most deluxe ever introduced."

Fred Harvey Outlet Grossing $50,000 Annually On Hires

A Hires Root Beer barrel dispenser, recently installed at the Fred Harvey snack counter in Union Station, Chicago, "will eventually gross about $50,000 annually," according to the parent Charles E. Hires Co., Philadelphia.

Right now, the Hires keg is accounting for over 1,400 sales daily—nearly two a minute during the 15 hours per day that the counter is open. The beverage is served in 9-ounce conical paper cups at 10c per drink.

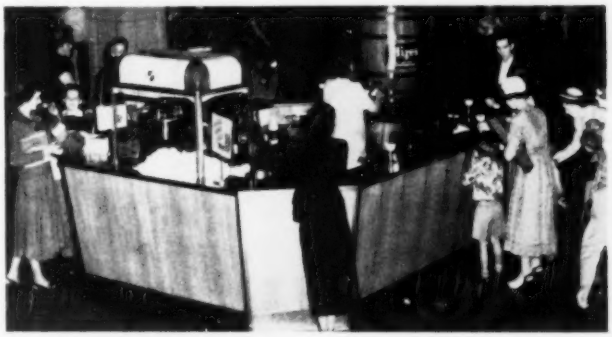
Significantly, the Fred Harvey management states that sales of Hires have not affected sales of other drinks dispensed at this busy counter.

7-Up Plant Acclaimed By Grocers' Magazine

The outstanding progress made by the Zetz Seven-Up Bottling Company, Inc., of New Orleans, since that operation introduced Seven-Up to the New Orleans area in 1934, is detailed in a recent issue of the "Louisiana Grocer."

The story tells how a "good product, regular, dependable service, plus a consistent program of national and local advertising, has within the past 18 years created such a consumer demand for Seven-Up that it is now recognized as being one of the most popular soft drinks in the New Orleans area."

Special tribute is paid, in the article, to William G. Zetzmann, Sr., chairman of the board of the Seven-Up development.



SELLING 1,400 HIRES DAILY . . .

A new Hires Root Beer high-speed barrel dispenser, recently installed at the Fred Harvey snack counter in Union Station, Chicago, is really racking up business. Over 1,400 servings of Hires slide across the counter each day—nearly two a minute during the 15 hours per day that the counter is open.

The COOLER CORNER

VENDOR AND COOLER NEWS

- PLACEMENT
- FINANCING
- MERCHANDISING
- MARKETS
- COSTS
- SERVICING
- NEW MODELS

Macy's "Samples" Sparkoffee

Macy's, giant New York department store, has once again used its cup machines as a paid "sampling" medium in behalf of Sparkoffee, a carbonated coffee beverage. While the bottled version of this drink was being marketed as a Macy private-label item, it was cup vended at 10 cents (in contrast to other beverages sold for a nickel in adjacent dispensers) in a few of the multi-flavor machines scattered through the store for public use. When Airline Foods Corp. (Linden, N. J.) recently took over the distribution of Sparkoffee, Macy's ran a large display ad in the *New York Times* plugging the "new blend," offering the product at 18 cents in a 16-oz. no-deposit bottle, and inviting shoppers to "sample Sparkoffee for 5c" at the vendors. For this event, most of the three-flavor machines featured the product (along with other beverages) and its bulk drink price was cut from a dime to a nickel.

MACY MACHINES MARKET SPARKOFFEE

As part of a store-wide promotional program in behalf of Sparkoffee, a street floor battery of cup vendors featured the drink, while adjacent advertising plugged take-home bottle sales. Priced at a nickel for this campaign, the carbonated coffee drink outsold all other cup vendor flavors combined.

SuperVend Sold to Navenco

An inventory of some 1,795 SuperVend multi-flavor cup vendors, as well as spare parts, tools and dies for the machines, has been purchased from the Temco Aircraft Corp. by the Navenco Mfg. Co. (Dallas). Latter firm has also obtained manufacturing rights to produce additional units from SuperVend inventor Jack Booth, who has been retained as a consultant. Navenco Mfg. Co. was recently formed by a group of Texas businessmen, with Oliver H. Daniel as chairman of the board and Charles H. Chapman as vice president in charge of sales. Both are owners of the B-1 Bottling Co. of Kansas City, Mo., while Mr. Chapman also heads a vending concern in Kansas City.

Boost Coke & NuGrape Sales

Four different types of coin coolers are utilized by the Mt. Airy, N. C. Coca-Cola Bottling Works, including the Vendorlator (Fresno) 139 and 242; Vendo (Kansas City) V-83; Mills (Chicago) 120; and Westinghouse (Springfield, Mass.) 240. This plant also bottles NuGrape, and a limited number of V-83's are used to dispense that beverage. Russ Francisco, company sales manager, states that: "We have found service stations, industrials, and schools to be particularly well suited to vendor volume." About 7 out of 10 machines have been sold direct to the location, while the remaining 30% are rented at 15 cents per case in most instances. As an alternative, depending on the outlet and its vol-

30 day free test

If you're a bottler, you've probably been thinking about adding more profitable cup drink equipment to your present bottle dispenser operation.

And, if you've thought of cup drink machines, you've undoubtedly thought of Cole-Spa Three Flavor Cup Drink Dispensers.

Now, at no cost, you can actually test a Cole-Spa and see how well it fits into your present operation.*

And, if you've thought that the best would be too expensive . . . that it would cost too much to make the switch, think again.

$300 is all it takes to put you in business with Cole-Spa, under Cole's sensible financing arrangement. Write for details.

*This is a limited offer, and open to responsible, rated operators only.

Salesmen: Choice territory still available.

THEN...$300 DOES IT!

HERMETIK Cole Spa

COLE PRODUCTS CORPORATION

World's Largest Manufacturer of Cup Drink Dispensers

Executive Offices: 39 South LaSalle St., Chicago 3, Ill. Offices in all principal cities.

In Canada: Cole Products Canada Ltd., Toronto.

Cotton Bags

REDUCE DELIVERY COSTS

FROM REFINERY TO YOUR PRODUCT

Cotton Bags

SAVE EVERY STEP OF THE WAY!

Your delivery costs DO NOT *end* at your loading dock. Every handling of a bag of sugar between the refinery and your mixing vat is rightfully a part of your delivery costs. So is a broken bag, resulting in wasted sugar, a part of delivery costs.

***SAVING NO. 1** Cotton Bags are easier and faster to handle, to stack, and to empty. Labor costs for handling sugar in Cotton Bags is less because you get more handlings per man, per hour.

***SAVING NO. 2** Breakage is less, and waste is reduced with Cotton Bags.

***SAVING NO. 3** Through ready resale of empty Cotton Bags you recover a major portion of original container costs.

*Based on the findings of one of America's largest industrial users of sugar who buys up to 80% of its sugar in Cotton Bags!

TEXTILE BAG MANUFACTURERS ASSOCIATION
EVANSTON, ILLINOIS

ume of business, a minimum rental fee of $1 per week is secured to insure that the machine will pay its way. Casting an affirmative vote for automatic merchandising, Mr. Francisco told the "Cooler Corner": "We definitely feel that vending business has been responsible for maintaining and expanding our volume of business."

PARK PLACEMENT

Warm weather makes parks a popular public spot, and this outdoor vendor, stationed next to a popcorn stand in Waterloo, Ia., produces extra volume for 7-Up.

Cup Syrup Guide

Van Ameringen - Haebler, Inc., manufacturers of Alva flavors, have published a "Syrup Making Guide" on procedures for the production of syrups used in cup vending. This booklet can be used in conjunction with the Alva Bottlers Guide, and copies may be obtained from Van Ameringen-Haebler, Inc., 521 W. 57th St., New York, N. Y.

* * *

Dr. Pepper Schools Servicemen

About 200 Dr. Pepper bottlers and some 300 of their service men attended a series of Vendor Service & Maintenance 2-day school sessions recently held by the parent company in key cities around the country. This program was designed to give personnel that extra bit of "know-how" that will enable them to keep coin coolers in A-1 operating condition during the coming peak summer season. Initial study dealt with both the importance of service and vending, while the second day's session included technical discussions by various vendor manufacturer representatives who utilized machines to acquaint service men with the complete function of the entire unit. As an important performance factor, instruction was also given on the adjustment of coin coolers. Mack Browder, head of the Dr. Pepper vendor program, emphasized the factor that a vendor's success depends on its performance, and this, in turn, depends largely on the care and maintenance they receive. Pointing out that the modern automatic merchandiser's quality is the highest in the history of the

business and capable of doing a good selling job, he stressed that vendors must be serviced and cared for properly to produce the extra volume that builds plant profits.

* * *

30,000 Drinks A Day

Some idea of the thorough coverage and volume that can be obtained via cup machine placements within a single large industrial plant, and the commissions that can be generated to finance employee activities, can be gathered from the experience of the Consolidated Vultee Aircraft Corp. factory at Fort Worth, Tex., now turning out B-36 bombers. In this huge establishment, some 28,000 employees have access (subject to the permission of their supervisors) to 55 multi-flavor Spacarb (Stamford, Conn.) machines. During 1951, $358,000 worth of 5c thirst-quenchers were vended, registering a total of 716,488,100 drinks. This approximated 30,000 cup drinks a day, or a bottle equivalent of 1,250 cases. Under company authorization, the Convair Recreation Ass'n., an employee group, has given the Coburn Vending Service a plant-wide contract to operate various types of automatic merchandisers, including cup vendors. Last year this association received $140,000 in commissions, and better than half this income was paid on soft drink vendor sales, subject to a 20% rate. These funds are used to maintain 26 organized activities, ranging from a riding club to washer pitching, and the sizeable income has enabled it to lease a ranch, bathing beach, recreation hall, drama playhouse, etc.; and employ a full-time business manager, recreation director, and secretary to run its affairs. The Spacarb machines dispense name-brand drinks most popular with workers in this region, such as Coca-Cola, Dr. Pepper, and Nehi flavors.

* * *

New Large Cooler

A new large-capacity manual bottle cooler, designed to fit into any standard counter or bar arrangement, is being produced by the Uni-Fridge Corp. (Minneapolis). This unit is built in 22 and 30 case (for 12-oz. bottles) models, and has adjustable bin dividers for maximum use of its cooling space. Curved slide-up doors and trim are stainless steel. Cooling is regulated by a thermostatically controlled expansion valve, while one blower design maintains a uniform temperature throughout the drinkbox.

* * *

PTA Backs School Vending

What happens when a soft drink vendor in a school site comes under attack? One answer is that it remains—if the bottler has built a sound public relations program and won the confidence of the local Parent Teachers Assn. (PTA). A coin cooler, installed by the Coca-Cola Bottling Co. of Rhinelander, Wisc., had functioned in a school at Lac du Flambeau for years

☆

Meet Your VOLUNTEER SALESMEN

Seems that everybody who tastes creamy, refreshing Frostie for the first time, immediately gets an urge to pass the word along . . . "This is the real thing . . . this is root beer from 'way back'." Such consumer enthusiasm (they even write the parent company!) is one of the main reasons why Frostie bottlers are able to build volume quickly to a highly profitable level . . . and keep it there.

THEY KEEP COMING BACK FOR MORE!

SANDWICHES AND SOFT DRINKS

Five-sided refrigeration (cooling coils on all four sides and the bottom) makes it so.

Efficient, care-free WET or DRY operation. They're not only the best built coolers, but the best looking as well.

A 5-year warranty on the compressor costs you nothing extra.

There's an Artkraft* cooler to fit your needs, mass produced by America's largest manufacturer of private brand refrigerators to give you AN UNBEATABLY LOW PRICE!

SIGNS OF LONG LIFE

USE COUPON NOW!

Artkraft* MANUFACTURING CORP.

"Quality Products for Over a Quarter Century"

1125 E. Kibby Street Lima, Ohio, U.S.A.

Please send literature and prices on:
☐ Bev-Cooler ☐ Bev-Master ☐ Bev-Food

NAME
FIRM
STREET
CITY & STATE

*TRADEMARK REG. U.S. PAT. OFF.

STAINLESS STEEL SODA TANKS BUILT TO LAST . . .

Features

Some of the outstanding features of the PRIESAND stainless steel tank:

- Built to A.S.M.E. Code, U-69 specifications.
- Safer — Safety valve built into the head.
- Lightweight—single wall construction, eliminates use of lining.
- Durable—built to outlast any tank on the market.
- Attractive — polished clean to stay clean.

Liberal trade-in allowance on your present old, tin lined tanks toward the purchase of these new stainless steel tanks. ORDERS FILLED WITHIN 3 WEEKS

Priesand Bros., Inc. 1884 East 40th Street Cleveland, Ohio

until mid-1956, when it was removed for several months, and then utilized for the latter half of the term. When a mild controversy again developed last fall over whether or not the vendor should continue to operate, the local PTA successfully urged its reinstatement, with the school's "profits" earmarked for pupil dental and eye aid. (This public school, operating under state supervision, is located within a Chippewa Indian reservation in the northern Wisconsin lake region). A Mills (Chicago) 120 machine, placed in the recreation room, serves the students as well as adults attending community activities carried on in the building during evening hours. A sign on the front of the vendor notes: "Proceeds from this cooler help finance dental aid and eyeglasses for students in this school."

* * *

Auto Showroom Outlet

With new car models reaching the market, many an auto dealer's showroom has become a center of activity, making it a good time for bottlers to check into such locales as potential vending sites. In Marysville, Cal., a Vendo (Kansas City) V-83 coin cooler is credited with helping the Bayes Ford Garage to sell a number of new vehicles. Every person entering the auto salesroom is served with an ice cold Coke from the vendor to help put him in a relaxed frame of mind while viewing the new line of Fords. James M. Carnahan, manager of the Marysville Coca-Cola Bottling Co. reports that the V-83 has been "showing a large volume of sales."

* * *

"Dry" Drug Stores

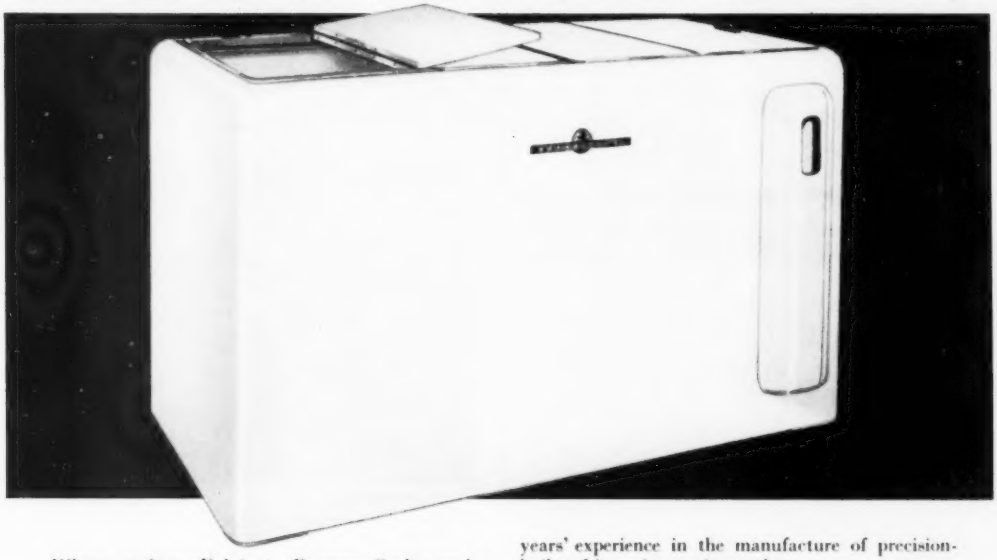
Next time you're surveying sites in your territory, check the drug stores. According to the American College of Apothecaries, pharmacist group, one out of five drug stores no longer runs a soda fountain. Bottlers who have placed coin coolers or small cup machines in these "dry" outlets report that they're good medium-traffic vending sites, since customers who spend time in the stores are a good target for impulse soft drink business.

* * *

BRANDS BUILD SALES

Movie locales, such as this Seattle house, which dispense dime priced drinks, find it profitable to feature nationally-known brands as a sales stimulator. A selection of Coca-Cola and Canada Dry Orange and Lemon-Lime is offered to theatre-goers in this ColeSpa (Chicago) cup machine.

Engineered by *One* Company
Designed by *One* Company
Built by *One* Company
KELVINATOR!



When you buy a Kelvinator Beverage Cooler, you're getting a product that's made *completely by Kelvinator* . . . from the time it's blueprinted to the moment it's crated and shipped to you. You're getting a product with performance *assured* by Kelvinator's *quality control* program that governs production *every step of the way*. Furthermore, you get a product backed by 38 years' experience in the manufacture of precision-built refrigeration equipment!

Out of years of experience, Kelvinator builds time-proved superiority into each beverage cooler that pays off in profits for both you and your dealers. And Kelvinator's highly-organized distribution set-up from coast to coast stands ready to give you sales, service and financing assistance.

Fill in This Coupon →

AND LEAVE THE REST TO

Kelvinator

Division of Nash-Kelvinator Corporation, Detroit 32, Michigan

Beverage Cooler Department, NASH-KELVINATOR CORPORATION—Dept. NB-6
14250 Plymouth Road, Detroit 32, Michigan

Gentlemen: Please send me pricing information on the new Kelvinator Beverage Cooler. Also send me without cost or obligation your illustrated booklet "Bottlers' Operating Guide" containing information on how to *sell, service* and *finance* my own Cooler Program.

NAME .....

STREET ADDRESS .....

CITY ..... ZONE ..... STATE .....

Profit Builders for the bottled beverage Industry for Over 25 Years

QuiKold

Electric and Ice
BEVERAGE COOLERS

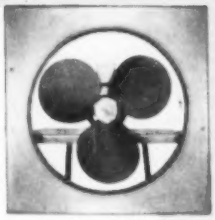
★ QUIKOLD coolers have helped sell many millions of dollars worth of bottled beverages over the past 25 years!

They will help sell your products . . . and build profits for you too!

Model 1400-WD-2 ELECTRIC

S. & S. PRODUCTS, INC.
P. O. BOX 1047 ★ LIMA, OHIO

KISCO "Q-T"
EXHAUSTERS
Solve All Hot Weather Ventilating Problems



Kisco "Q-T" Exhausters are ruggedly built, light in weight, modernly designed, quiet in operation, and quick and easy to install.

There's a Size and Type for Every Requirement in the Kisco Line

Also a Complete Line of CIRCULATORS and WINDOW FANS for Every Need
Write for Catalog

KISCO BOILER & ENGINEERING CO.
2414 DEKALB ST., ST. LOUIS 4, MO.

Bottle Collar Ads

The Seven-Up Bottling Co. of Toledo, O. has been actively pushing the sale of picnic coolers, since these portable drinkboxes stimulate case sales. In addition to marketing Progress Refrigerator (Louisville) Model A-1 units (which hold 32 bottles, lunch, and ice) in its own plant, manager C. C. Christensen reports that the coolers are also merchandised through such outlets as the local ice company, sporting goods stores, gas stations, etc., and Seven-Up Bottling has also conducted special promotions in behalf of these portable units as gifts on Christmas, Father's Day, etc. At present, the plant is using a special advertising collar on the neck of a bottle in cartons and cases on sale in retail outlets. This ad medium carries illustrations of the coolers being utilized by picnickers and fishermen, and also suggests using the drinkbox on vacations, at sports events, in offices, for outdoor workers, etc. An order coupon is incorporated on the form, suggesting: "Use this handy order blank and contact your dealer or bottler." Says Mr. Christensen: "This card helps sell coolers."

WORK REFRESHED

In this Milwaukee factory, a 10-case Vendorlator (Fresno) stands ready to carry out Coke's policy of making the product readily available for on-the-job refreshment.

Defrost Makes Coolers Colder

Paragon Electric Co. (Two Rivers, Wisc.) has produced a specially-designed "de-frost-it" unit for beverage coolers and vendors, which helps maintain lower temperatures in the drinkboxes to insure cool drinks. Used with any dry-type cooler, the compact device can be spliced into the compressor circuit and mounted in that compartment to prevent tampering. The Paragon unit is factory pre-set to start defrosting at 1 A.M., but the duration of the defrost cycle is adjustable from 30 minutes to 5½ hours to meet individual location needs. Minimizing the risk of serving warm bottles on a reload, the unit is now being utilized by a number of Coca-Cola and Pepsi-Cola bottlers.

* * *

Coin Coolers Add "Color"

When Lansburgh's, a Washington, D. C. department store, recently held a Teen-Age fashion show, it utilized coin coolers to add a note of "color" to the event. Setting for the event, held in the main ballroom of the Mayflower Hotel, featured a record shop background with a Jacobs (Detroit) J-35 machine in view. Both the fashion models and vocal quartet engaged for the occasion made frequent trips to the vendor during the course of the show, which was attended by better than 1,000 teen agers. To herald this event, one of the department store's show windows was decorated in a similar record shop theme, with a Vendo (Kansas City) V-39 on display. This promotion ran for several weeks, giving the local Coca-Cola bottler and automatic merchandising a nice plug.

* * *

Covering Tourists & Workers

With a productive vendor route in operation, the Pepsi-Cola Bottling Co. of Tampa, Fla. has aimed at covering "all types of outlets" to dispense its line of Pepsi and Grapette. In a region that pulls its share of Florida tourist traffic, this company has placed units in gas stations and motels, while industrial outlets include many of the local factories, such as can manufacturing plants, phosphate plants, etc. Secretary G. D. Muniz told the "Cooler Corner" that most of these machines are selective Ideals (Bloomington, Ill.), but the firm also has a few single-drink Mills Industries (Chicago) vendors that feature Pepsi-Cola exclusively. Bottler Muniz reports that this firm, like several others in the area that recently raised wholesale prices, is "in the process of changing over to the 6c units as rapidly as we can" on coin coolers.

* * *

Check Those Conversion Plans

Bottlers in those areas where wholesale case price rises may be in the offing would do well to chart the steps necessary to effect coin mechanism changeovers on their vending routes. Planning should include such

ON-THE-HOUSE VENDOR

As a public relations gesture, the Dr. Pepper Co. placed a SelectiVend coin cooler, geared to free operation, in the pressbox at the Dallas Cotton Bowl. Move is credited with building plenty of good-will for the product.

PERFECTLY PACKAGED Sun Spot

Illustration (reduced) shows proportionate appearance of 7 oz. and 10 oz. bottle

To *Consumers* we say,

"Try it by the bottle, and you'll want it by the case!"

To **YOU** we say, "Ask our presently operating SUN SPOT Bottlers . . . **THEIR** answer is **OUR** success!

For details regarding Franchise, write to:
SUN SPOT COMPANY OF AMERICA
1520 RIDGELY STREET, BALTIMORE 30, MD.

considerations as to just which machines will be converted; how soon the switchover can be effected; cost per vendor and labor requirements; whether the bottler, outlet, or both will foot the bill; etc. Some plants have deemed it sound public relations to keep school installations at the nickel level, and many bottlers find that industrial sites prefer to maintain the 5c price as an employee "service," accepting a lower location "profit" on the coin cooler operation.

* * *

Ice Aids Picnic Coolers

The National Assn. of Ice Industries points out that much of the current popularity of picnic coolers sold by bottlers can be attributed to the convenience of modern ice service. Rising to party and picnic needs, most ice companies now sell their product already crushed, sized, or in cubes; and handy quantities of this "prepared" ice is marketed in wet-strength paper bags. In many communities, ice vendors, operating around the clock, are strategically spotted in key traffic areas to provide a handy supply for picnic cooler users. Ice trade sources rate cracked ice superior to "cakes" for cooling purposes, since it permits more and better bottle contact to chill drinks rapidly.

* * *

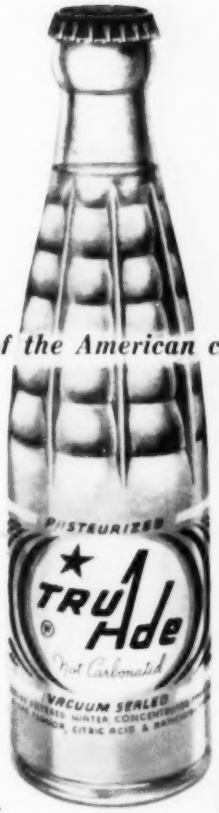
In The Vending Chute

With metal allocations available for vending machines being liberalized, look for a couple of new drink devices to hit the market this Fall. At least two parent companies have vendors of their own design on the drawing board, aiming at low-cost production. . . . How's this for "plus" cold weather volume: Dr. Pepper machines in a Lenoir City, Tenn. knitting mill dispensed better than 1,000 cases during a recent winter month. . . . Automatic Products (N. Y.) has opened a Miami office to service the Florida-Georgia-Alabama territory for its SodaShoppe cup machines with Bert Lane as district manager. . . . That seven million dollars Pepsi-Cola bottlers are slated to spend in 1952 includes plenty of vending machines. . . . Cole Products Corp. (Chicago) has been holding evening school sessions at its New York and Los Angeles offices to familiarize bottlers and their servicemen with the ColeSpa cup vendor. . . . National Rejectors (St. Louis) now building the Dixie Cup unit used as a dispensing mechanism in many cup vendors. . . . New Spacarb (Stamford, Conn.) distributor for North and South Carolina is Walter Demopoulis of the G&W Vending Co., Spartanburg, S. C. . . . Dr. Pepper Bottling Co., Pampa, Tex., which has spotted coin coolers in educational locales, reports that the Lefors school, housing a 4-case Selecti-Vend (Kansas City), has registered the highest student per capita consumption. . . . Two California Coke bottlers have added cup equipment to their vending routes.

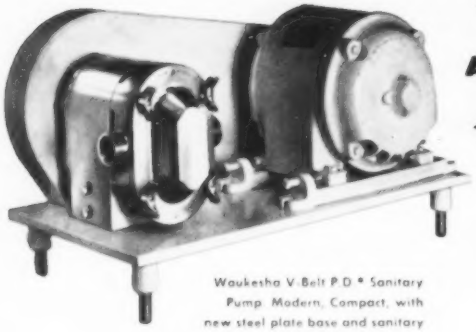
TRU-Ade®
Not Carbonated

The Natural Soft Drink

The natural choice of the American consumer



TRU-ADE INC., 20 N. WACKER DRIVE, CHICAGO 6, ILLINOIS



Waukesha V-Belt P.D.* Sanitary Pump. Modern, Compact, with new steel plate base and sanitary adjustable feet.

A *Waukesha* P.D.* SANITARY PUMP PROTECTS YOUR SYRUP FROM AGITATION, AERATION

With a Waukesha P.D. Pump you can be sure there'll be no excess aeration to cause loss of carbonation, or the sparkling effervescence your customers prefer in your beverages. Because a Waukesha delivers your syrup "Bubble-Free" straight through the production line — without the aeration that could rob your beverage of its pep and flavor. That's only one of many advantages of the Waukesha Positive Displacement principle of pumping.

Get the whole story today of Waukesha P.D. Pumps — with or without the VENTED COVER.

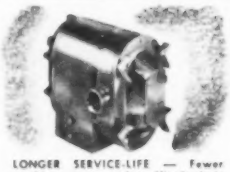
*P.D. — Positive Displacement — Smoother Flow

Waukesha 100% SANITARY PUMPS

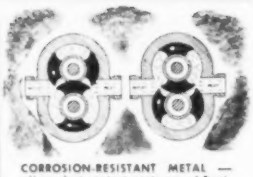
Dependable Product of a Responsible Manufacturer

Check these Exclusive features:

FASTER CLEANING — Streamlined design, eliminating all dirt-catching crevices inside and outside — plus simple disassembly — saves clean-up time and labor.



LONGER SERVICE-LIFE — Fewer working parts, plus Waukesha's One-Piece O-Ring Sanitary Seal, and Standard Reconditioning Plan, mean longer trouble-free service.



CORROSION-RESISTANT METAL — all product contact parts are of Sanitary "Waukesha Metal" or Stainless Steel. Easy to clean, leaves no metallic flavor in syrup or beverages.

WAUKESHA FOUNDRY COMPANY • WAUKESHA, WISCONSIN

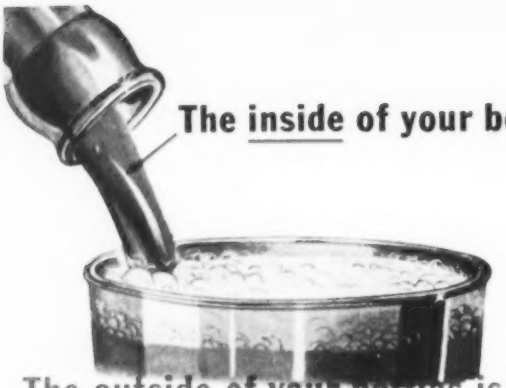
HEADED HOME

The "take-home" market is now a big and important part of any bottler's volume.

And, that's where NuGrape Soda really pays off.

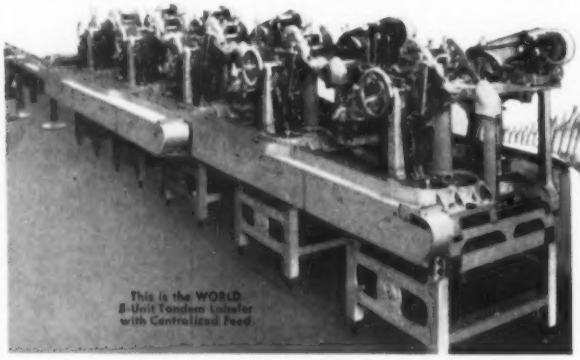
Kids at home just naturally love that rich, delicious NuGrape flavor. Parents like to keep a case or a carton of NuGrape Soda on hand because they respect its wholesome goodness . . . and its distinctively different flavor, too.

If you're interested in increasing your home-consumption volume, why not head home with NuGrape Soda. We're planning a great promotion program to help you.



The inside of your bottles is up to You...

The outside of your bottles is up to us



...as builders of the World *Tandem* Labelers that are rapidly replacing all other types of Labelers in bottling plants everywhere, large and small.

If you're proud of your product, be proud of its package, and pay for better labeling out of the Tandem's operating savings.

The Tandem Unit System with Centralized Bottle Feed assures full bottling line production at all times—no shutdowns, no slowdowns, no over-pasteurization problems. When one Tandem Unit is stopped, the others have the capacity to take the full load. One operator easily handles 350 or more bottles per minute.

WORLD LABELERS

"YOU GET THE BEST LABELERS IN THE WORLD"

ECONOMIC MACHINERY COMPANY
WORCESTER 3, MASSACHUSETTS
DIVISION OF GEO. J. MEYER MANUFACTURING CO.
MILWAUKEE, WISCONSIN

New York · Philadelphia · Chicago · San Francisco · Los Angeles · Denver · Salt Lake City
Seattle · Portland · Montreal · Toronto · Winnipeg · Vancouver
Sydney, Australia · Wellington, N. Z. · San Juan, P. R. · Ciudad Trujillo, D. R.

Promotion Saves a Business!

A new line and a solid merchandising program inject new life in a business.

SALES volume was dropping fast when the bottling plant at 526-528 Washington Street, Johnstown, Pa., was sold to its present owners in April, 1950. One of the members of the former operators had been linked by a FBI agent to the Communists. As a result, retail dealers declined to push the beverage line and sales were taking a downward spiral.

The new owners saw no improvement as the "Red" tag remained on the product. After a year of dismal reports from its sales force, the new owners introduced a new beverage line and put on a solid promotion, which not only gave the business a shot in the arm, but apparently managed to save it.

The present officers of the plant are Joseph Incardona, president and treasurer; Fred Soissons, vice president, and Paul Yahner, secretary and plant superintendent.

Early in 1951, the firm took on the new name of Squirt Bottling Company. Retaining only the Squirt bottle, the company eliminated its numerous types of bottles and went into the "uniform package line." Shortly thereafter, it put on the Dr. Swett's complete beverage line in 7, 10 and 28-ounce sizes. The changeover in ridding its business of the old line and numerous other bottles took about a year.

Then, the "new" company put on an advertising campaign for its new Dr. Swett's line of seven flavors starting in June, 1951. The promotion has produced results above expectations.

The campaign started with teaser cards in black and white as well as color being placed in retail outlets. A radio campaign was tied in with the promotion for 13 weeks featuring the "Cisco Kid" program over WJAC-Am and WJAC-Fm. Cards were placed in stores calling attention to the radio program.

Newspaper advertising was included in the program with regu-

A "kickoff" dinner was held at the start of the Dr. Swett's campaign to acquaint the plant's personnel with the promotion. A group poses by one of the displays. Left to right, they are Earl McKillop, Lloyd Wertz, Richard Hershberger, Edward Thomas, representing the parent Dr. Swett's firm; Paul Yahner, secretary and plant superintendent of the Squirt Bottling Co.; Fred Jones, Michael Statnik, Anthony Antinoro, Walter Statnik and Joseph Incardona, president and treasurer, who also is in charge of sales.

A part of the Squirt Bottling Company's fleet of trucks with their driver salesmen line up in front of the plant, after being loaded in preparation for a morning trip. The process of bottling can be seen by passersby through the large plate windows in the front of the building.

Joseph Incardona (left) checks over sales with Miss June Spanovich, office secretary, and Paul Yahner, plant superintendent and secretary of the firm, after the Dr. Swett's beverages promotion was well under way. The firm now is preparing for a publicity campaign to push sales of Squirt.

lar ads appearing in the two daily papers. The ads pointed out that a new line had been introduced and that the old owners had sold out to new interests.

All of the firm's trucks carried bumper strips boosting Dr. Swett's beverages and urging residents to listen to the "Cisco Kid."

Plugging the radio program as well as the complete line of Dr. Swett's beverages, "Cisco Kid" paper guns were given away that "shot" when the trigger was pressed. The barrel of the gun advertised the beverages while the radio program was mentioned on the handle. A gun was given away with every six-bottle carrier of Dr. Swett's beverages sold. A total of 10,000 guns were handed out during the campaign.

The promotion started with a kickoff dinner for the plant's bottlers and driver salesmen. Edward Thomas, associated with the Dr. Swett's main Chicago office, was on hand to start the promotion rolling.

Letters were sent to all retail dealers urging them to get behind the campaign and thereby increase their own profits.

In August, when the program was well underway, a "Cisco Kid" movie was brought to one of the theaters by the Johnstown bottling firm. Admission to children consisted of six caps from any of Dr. Swett's beverages. Nearly 1,000 youngsters were admitted to a morning show by having the required bottle caps.

Mr. Incardona explained the firm is more than satisfied with the results of the promotion. The campaign ended in late September after a four-month promotion. A 25 percent increase in the overall sales picture was noted at the end of September as compared to the same period of the previous year.

"And we are happy to say," Mr. Incardona pointed out, "that our sales are continuing to hold up. Our monthly sales average 12 to 15 percent higher than the same months in the year previous. Our January sales this year are 20 percent higher than sales in January, 1950."

The bottling plant has a capacity of 250,000 cases annually. Its present production is only about 40 percent of capacity. The owners feel that business now will continue on the upgrade and that sales will push production up to the plant's capacity in the near future.

After the Dr. Swett promotion ended, the Johnstown firm conducted a contest among its driver-salesmen to boost Squirt with the result that sales went up 10 per cent in this line.

A campaign now is underway on a Squirt promotion. The live Squirt trade-mark, "Little Squirt," appeared in person in the city for three weeks in January. Meeting recently with regional representatives in New York City, Mr. Incardona decided on an extended advertising campaign and in short order had the wheels rolling.

The Glo-Ball campaign is one of the features of this new promotion. The Glo-Ball figures are appearing in all retail outlets. Newspaper advertising is supporting the promotion.

A sampling program was recently launched with a house-to-house canvas being chartered. A six-bottle carton of Squirt was distributed to some 10,000 homes in the area to further familiarize residents with the beverage.

The company's bottling machinery is located at the front of the Washington Street building. Passersby can easily watch the bottling process through large windows on the street front.

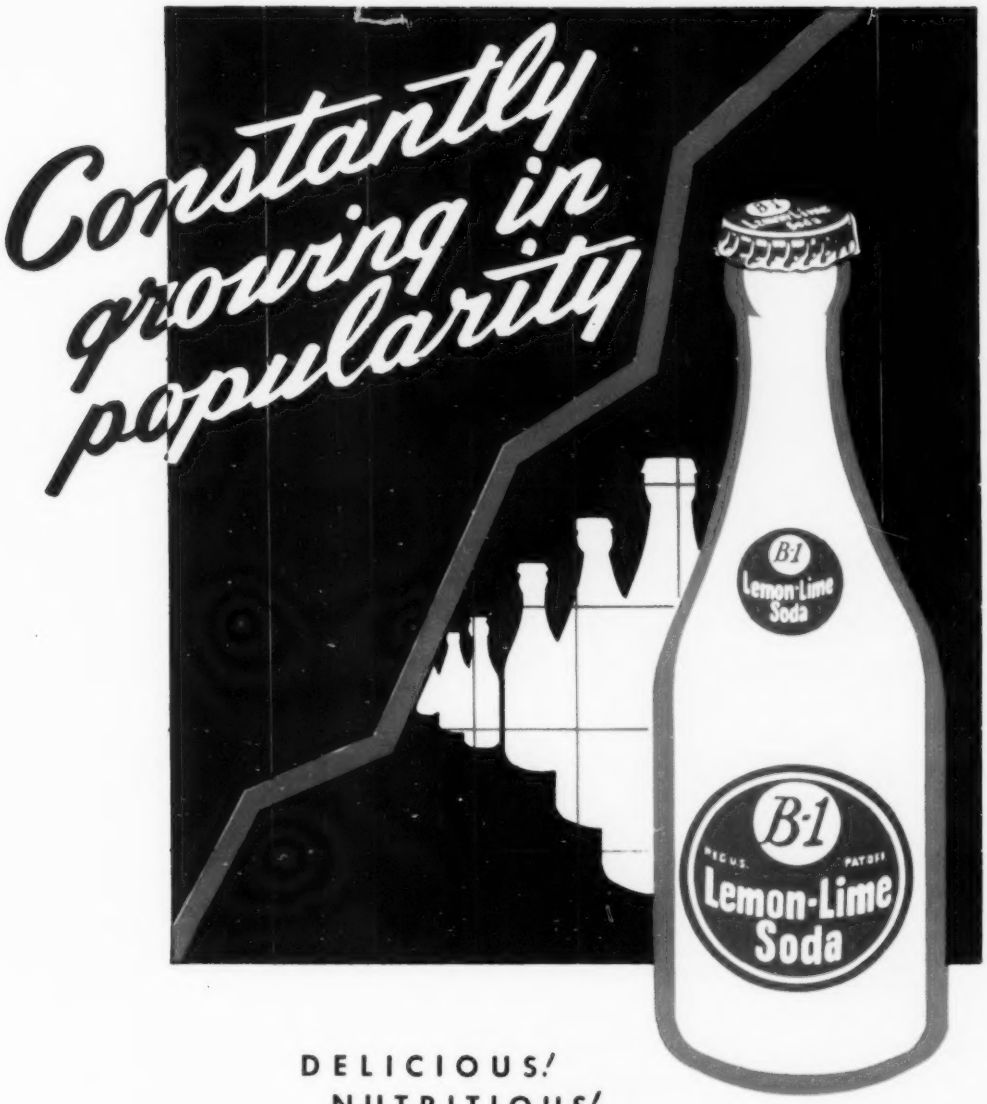
Mr. Incardona, familiarly known as "Mr. Inco," finds time to help out in community affairs. He was one of the pioneers in lending his support to the Little League baseball program in Johnstown in 1950.

Entire Personnel Of Plant Cited For Donating Blood

The officers and employes of the Seven-Up Bottling Company of Catonsville, Md., recently received a Red Cross citation for 100 per cent blood donations.

About 49 employes of the Catonsville development were given a day off with pay to permit them to make their donations at the Red Cross Blood Bank.

The Red Cross citation was accepted by Thomas L. Imbesi, vice-president of the Catonsville Seven-Up operation, which serves the Baltimore area.



DELICIOUS!
NUTRITIOUS!

Originators of B-1 Lemon-Lime Soda and B-1 Sparkling Water

B-1 Lemon-Lime Soda

B-1 BEVERAGE COMPANY

2301 Hampton Ave. St. Louis 10, Mo.

Greater sales of bottled beverages are gained from effective display and the right kind of equipment. This store gives its beverage department full space, and makes it easy for the customer to buy—marks prices plainly, provides plenty of aisle space and gives additional service with the reach-in cooler for chilled beverages, accessible to customers inside the store, and to motorists using the drive-up lane.

Supermarket Does Super Job of Beverage Merchandising

By making it easy and convenient for customers to buy soft drinks, beer, and wine, the Kroger Company is getting record sales of these beverages at its new Colony district store in Toledo, Ohio.

As part of an intensified drive for volume, it has installed a drive-up beverage department, a reach-in chilled beverage cooler, and an outdoor automatic ice-cube vending machine. These innovations in the store are new to the chain, and are believed to be unique for any food market in the Midwest.

The new "Colony" Kroger store was erected on a large tract of land, with parking space on three sides, with the back of the store facing east on a side street where deliveries are received. The drive-up beverage department is on the

LIKE we've said all along—the groceries and food stores which channel 60% to 65% of all beverage sales to the American consumer, have only a vague idea of the profit possibilities in selling soft drinks, and bottlers, who do know, are doing a poor job of selling the store operators on the merits of properly stocking and displaying bottled beverages. Now comes a unit of a chain store, to provide a sparkling demonstration of well-planned, perfectly co-ordinated merchandising. Beverage sales in the Kroger Co.'s Colony Shopping Center are far ahead of those in any of the chain's 57 other stores in Toledo, Ohio, as a result of the Center's three-pronged program. A company spokesman said that there is no separate breakdown to show what percentage of total volume comes from the beverage department alone, but indicated it was "far beyond expectations" since the store was opened last fall. No other Kroger Co. unit has a similar set-up, as yet, therefore comparative figures were not available. However, sales of soft drinks and beer at this store have been termed "tremendous" and it is expected that other stores will incorporate similar features to boost beverage sales. The Colony Shopping Center gives more space to the beverage department than any other supermarket in Toledo, but it has paid off in sales volume.

For pleasure and thirst—it's

HIRES TO YOU!

We've got you covered!

Hires national advertising (eyes right!) covers the country . . . "blanketing" your territory . . . creating swifter sales . . . and more of 'em!

If you're still out in the cold . . . get hot with a pre-sold market . . . drop us a line for details . . . still room for a few more.

THE CHARLES E. HIRES COMPANY, 206 South 24th St., Phila. 3, Pa.

north side of the store, and features a special drive for beverage customers exclusively.

The drive-up beverage department offers not only pick-up beverage service, so that the shopper can return empties and obtain full bottles without leaving the car, but there is a special cash-register for this drive-up department, and no waiting in line for change.

Located near the entrance to the drive-up beverage department is an automatic ice-cube vending machine, serviced by the Ice Delivery Co. of Toledo, and made by Refrigeration Engineering Co., Montgomery, Minn. This machine holds 50 ten-pound bags of ice-cubes, dispensing a 10-pound bag for 25 cents. The machine is in operation 24 hours a day, with a night light to illuminate the machine after dark.

SOLVAY SALES DIVISION
Allied Chemical & Dye Corporation
40 Rector Street, New York 6, N. Y.
Branch Sales Offices
Boston · Charlotte · Chicago · Cincinnati · Cleveland · Detroit
Houston · New Orleans · New York · Philadelphia · Pittsburgh
St. Louis · Syracuse

The drive-up beverage department features a double-door entrance, with the outer door, when open, holding a price-list of all brands of beer in case lots. This promotes case sales. The inner-door if Dutch-type, so that the glass upper half permits visibility by the attendant at all times. In bad weather only the top need be opened. There is a bell for customers to ring if the beverage department employe is not in attendance.

The reach-in beverage cooler can be stocked from the service corridor, and provides quick access to serve customers in the drive-up lane. It has five full-view glass doors, facing the selling space of the store, so that shoppers can buy from that side also.

A partition which separates the service corridor from the beverage and bottle storage room also conceals the beverage department cash-register, which is located in a corner closet and hidden by a door when not in use.

In the store itself, there are 18 feet of wall space devoted to shelves for the display of unchilled bottled beverages. This, too, is along the north wall of the store, for easy access to the storage room. An illuminated cornice above the shelving calls attention to the beverage department.

The rest of the store, largest and newest in the Kroger chain, with 14,000 square feet of floor space, is also dedicated to customer convenience, and has ten conveyor-type check-out stands, including an express-stand for those with small purchases.

A package pick-up service for customers is provided, so that they can drive to the front of the store, show a numbered card, and have their grocery purchases loaded into their cars.

The store is completely self-service, with 65 feet of refrigerated meat cases, pre-packaged produce department, frozen food, dairy goods, housewares, magazines and numerous other departments.

Carlton Fulkert, store manager,

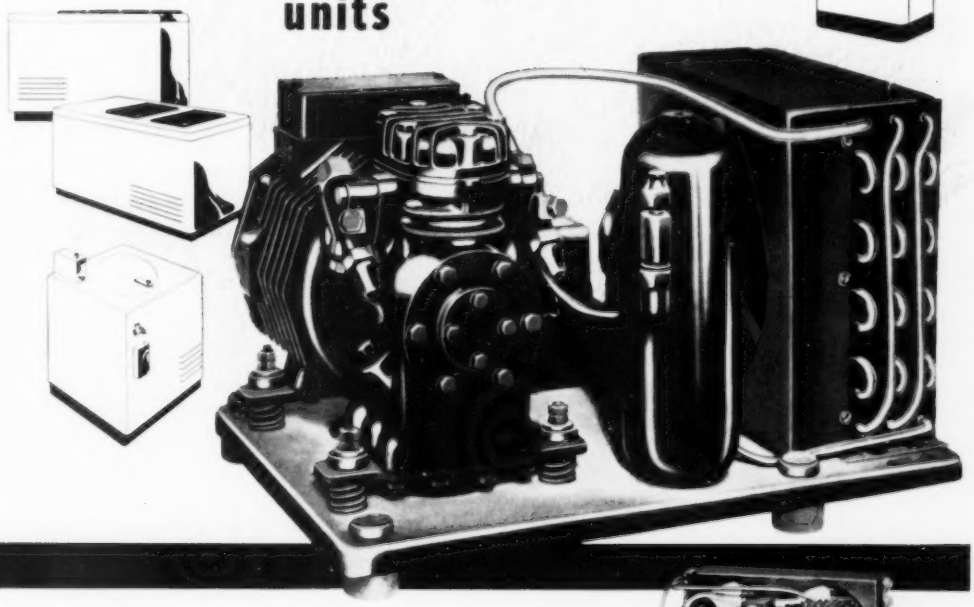
why the cabinets you buy should have

COPELAMETIC

THE *Accessible* HERMETIC

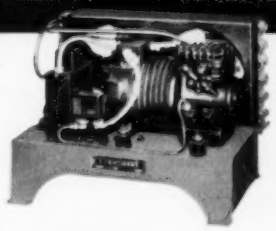
refrigeration units

The continuous sale of tasty, properly-cooled beverages is entirely dependent on day-in, day-out, efficient refrigeration units. For happy satisfaction, select the cabinets that feature Copelametic units. They're quiet, vibration-free. 90% of refrigeration servicing is eliminated, because in Copelametic, no belts, seals or manual oiling are required. Yet the rare adjustments can be made on the spot. We'll be glad to name the many cabinet manufacturers using Copelametic. Write us.



REMOTE COPELAMETICS FOR YOUR PLANT

For pre-cooling water you'll find remote Copelametic units highly efficient. They are available from 1/6 H. P. through 7½ H. P.



Copeland
DEPENDABLE *Electric* REFRIGERATION

REFRIGERATION UNITS (OPEN-TYPE AND COPELAMETIC), WATER COOLERS

COPELAND REFRIGERATION CORPORATION, SIDNEY, OHIO

THESE SERVICES BUILD STORE'S BEVERAGE SALES . . .

Carrying service to the last instant of contact with customers, the store provides parking lot service of case lots, loading purchases into the trunk and making change for the customer, who need not leave the car.

For the late shopper, for evening parties, Kroger provides this automatic ice-cube vending machine. It serves a 10 lb. bag of cubes for 25c. The machine is located near the drive-up beverage department.

told us that sales of beverages comprise a larger percentage of total volume than in other units of the chain which do not offer the same conveniences to customers.

In carbonated beverages, the store carries, in addition to its Kroger brand, these brands: Pepsi-Cola, Coca-Cola, Seven-Up, Twin Size, Vernor's, Canada Dry, Whistle, Hires and Variety Club.

Brands of beer carried by the new Kroger store include: Altes, Blatz, Buckeye, Budweiser, Burger, Carling's, Drewry's E & B, Frankenmuth, Goebel's, Miller's, Pabst, Pfeiffer's, Old Dutch, Schlitz, Schmidt's and Stroh's.

A wide assortment of wines is also carried.

The Kroger firm has been using advertising space on the sports pages of Toledo papers to promote the drive-up beverage department, pointing out there is no waiting, no need to leave the car, and self-serving ice cubes are available 24 hours a day.

Nesbitt's Awards 12 Prizes In Quality Contest

Twelve Nesbitt's franchise bottlers have been awarded valuable prizes for producing outstanding Nesbitt's quality during 1951.

According to John T. Hunsaker, Nesbitt's vice president, the contest this year was divided into twelve geographic districts and awards were given to the first place winners in each district. The winners:

Paul Teitzel, Chehalis, Washington; Jim Petts, Fresno, California; Andrew DeCora, Rock Springs, Wyoming; Allen Sylvester, El Paso, Texas; Thos. R. Hervey, Water Valley, Mississippi; John Lisman, Salina, Kansas; Fred J. Killmer, Spencer, Iowa; O. B. Mickelson, Bismarck, North Dakota; Ray L. Water, Pontiac, Michigan; Jesse E. Bryant, Clarksville, Tennessee; Ed. C. Smith, Jr., Walterboro, South Carolina; and Paul S. Baker, Harrisburg, Pennsylvania.

W. M. Caudell, Sr.

William M. Caudell, Sr., 56, Executive Vice-President and General Manager of the Portable Elevator Mfg. Co., Bloomington, Illinois, died of a heart attack on March 15th.

Mr. Caudell had been Vice-President of Portable since 1942.

H. A. Hughes

Herbert A. "Pee Wee" Hughes, 59, veteran supplyman, died March 15th of a heart attack.

Mr. Hughes represented the Wm. J. Stange Co. in the east for many years where he was affectionately known as the "Biggest Spice Salesman in the World".

T. A. Deasy

Thomas A. Deasy, former president of the John Mulhern Company, pioneer bottlers' supply house in San Francisco, Calif., and with this firm 50 years prior to his retirement two years ago, died March 16. He was 70.

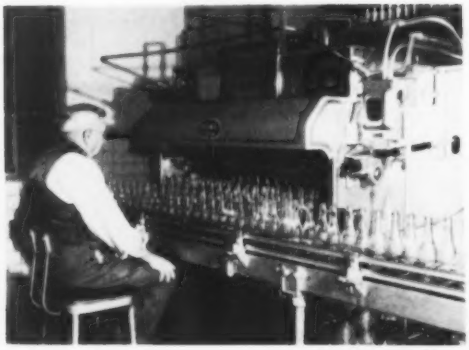
*NEHI and PAR-T-PAK
come in a
variety of flavors!

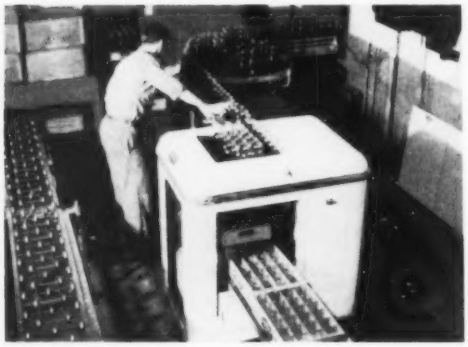
NEHI CORPORATION, COLUMBUS, GEORGIA

Production Line For Profit

FROM beginning to end, production at the attractive plant of the Kersting Bottling Co. (Double-Cola Bottling Co.) Evansville, Ind., is a streamlined operation that makes the most of modern methods and equipment. The firm, which was started in 1915 and taken over by the present management in 1925, claims no secret formula for its low cost operation. It simply uses good equipment, and uses it properly. The pictures tell their own story of absolute cleanliness and constant supervision. H. F. Kersting is president of the company and the plant is managed by Ray E. Kersting.

Henry Kersting pays close attention to business. Here he mans an inspection post to check the operation of the SuperKleen washer. He expects and gets full service from his modern equipment.

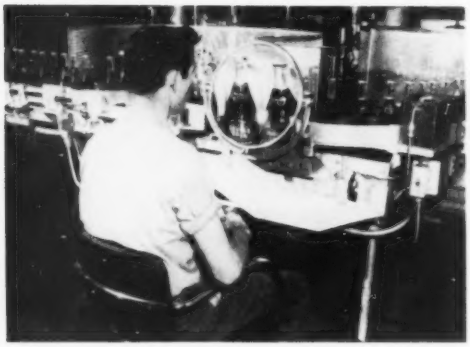




Filling the 12-ounce Double-Cola bottles is a breeze for this 40-spout Liquid unit, which needs but one man to supervise it. The picture points up the high degree of sanitation maintained in this plant.

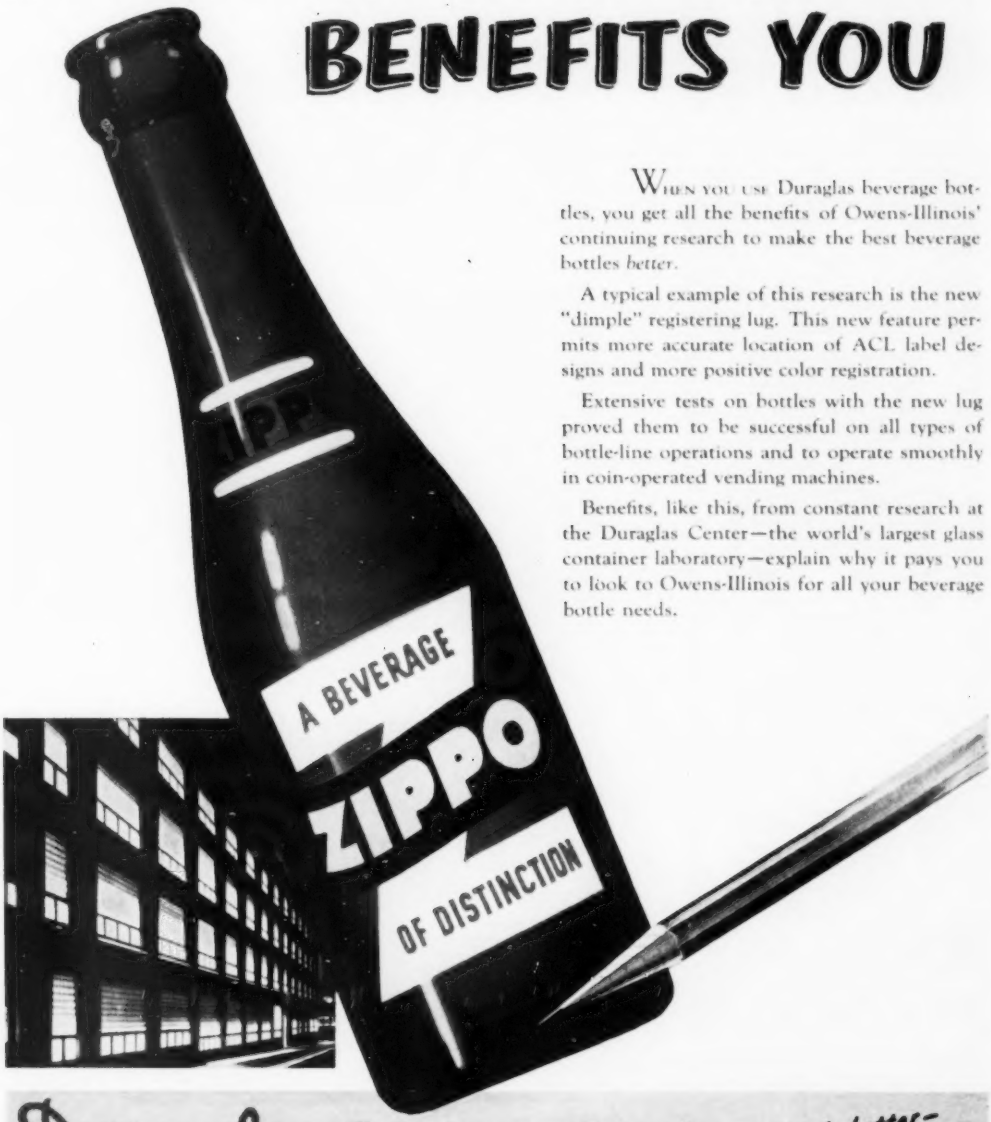
The manifold benefits of mechanical materials handling reduced costs in this plant. Wheel conveyors handle cases, and these are automatically packed by the Miller Hydro case packer, at speeds up to 300 cases per hour.

Distribution of the goods throughout the city of Evansville and surrounding territory is accomplished by an efficient fleet of Dodge trucks, equipped with 4-deck bottlers' bodies holding more than 200 cases.



Constant checking is a standard procedure in the Kersting plant, including magnified inspection of the finished product. The 12 ounce Double-Cola bottles look like outsized quarts in the backlighted inspection device.

HOW CONSTANT DURAGLAS RESEARCH BENEFITS YOU



When you use Duraglas beverage bottles, you get all the benefits of Owens-Illinois' continuing research to make the best beverage bottles *better*.

A typical example of this research is the new "dimple" registering lug. This new feature permits more accurate location of ACL label designs and more positive color registration.

Extensive tests on bottles with the new lug proved them to be successful on all types of bottle-line operations and to operate smoothly in coin-operated vending machines.

Benefits, like this, from constant research at the Duraglas Center—the world's largest glass container laboratory—explain why it pays you to look to Owens-Illinois for all your beverage bottle needs.

Duraglas Beverage Bottles *Look better—Last longer*

OWENS-ILLINOIS GLASS COMPANY • TOLEDO 1, OHIO • BRANCHES IN PRINCIPAL CITIES

Unsurpassed QUALITY for Over 100 Years

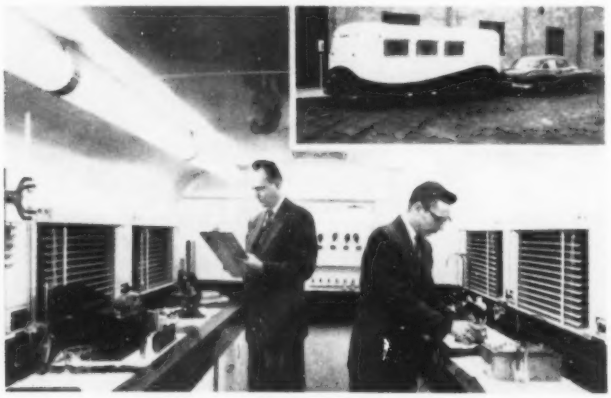
The Franchise offers Bottlers many important advantages

Dr. Swett's Root Beer Co.
1931 W. 63rd St.
Chicago 36, Illinois

PEPSI GETS AROUND . . .

In Durban, South Africa, Zulu tribesmen gather 'round a Pepsi truck to quench their thirst . . .

In Dublin, Ireland, members of the Gardai National Police Band take time out to get "more bounce to the ounce" during a lull in the ceremonies at the official opening of a Pepsi plant in Erin's capital city . . .



And in the "good old U. S.", seven blue and white trailer laboratories are now "delivering" bacteriological chemists and equipment engineers to Pepsi-Cola plants throughout the country. The traveling labs (insert picture shows exterior) answer emergency calls in addition to making routine visits.

Big "Baseball Contest" Launched By Hoffman

A "Hoffman Baseball Contest", sponsored by the Hoffman Beverage Company, Newark, N. J., in association with the three New York City major league baseball teams, was announced recently by W. O. Dillingham, executive vice president of the company.

The contest is one of the most ingenious ever devised. Its purpose is to pick a local all-star team of players to correspond with the Hoffman products, by the number of letters in their names.

Entry blanks listing the Hoffman Beverage All-Star team are available at all retail stores. Contestants must fill out the entry blank enclosing three neck labels from large-size Hoffman bottles. In addition to naming the all-star team, the contestant must answer (in 25 words or less) the question: "Why I think Hoffman is the finest." The winning entries will be chosen by their skill in selecting the team in addition to their answering the question.

The first prize is $1,500.00, but there are hundreds of other prizes ranging from baseballs to sizeable cash awards.

It is expected that more than 150,000 persons will enter the contest, which will mean that at least 450,000 Hoffman neck labels will be returned to the company.

J. E. Strange

Joseph Edward Strange, co-founder of the Greenville, Mississippi Coca-Cola Bottling Co., died recently following an extended illness. He was 77.

Rudolph Domont

Rudolph Domont, 74, founder, former president and chairman of the board of directors of the Pepsi-Cola Bottling Co., Inc., Indianapolis, died March 28 at Miami Beach, Fla. He retired as president because of poor health a few years ago, turning the post over to a son, Ben Domont. Another son, Gus, is secretary-treasurer of the company.

#2000 CALIFORNIA PACK

ORANGE JUICE*

BOTTLERS' BASE

PACKED IN VACUUM CANS ONLY

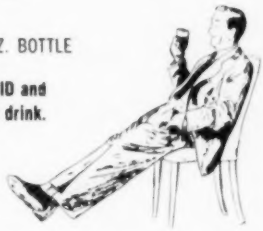
makes every bottle a salesman

#2000 contains the fresh juice of oranges packed in the groves of California . . . VERY FINE PULP . . . JUICE SHADE COLOR IN SEPARATE ENVELOPE

USE IT 1-17

1¼ OZ. THROW PER 7 OZ. BOTTLE

*** Contains all the CITRIC ACID and BENZOATE for the finished drink.**



PRICE: **$4.00** per gal.

USE THIS HANDY COUPON TO ORDER YOUR TRIAL GALLON TODAY

Please send me

_____ **Trial gallon(s) of #2000 @ $4.00**

Delivery included

Name .....

Address .....

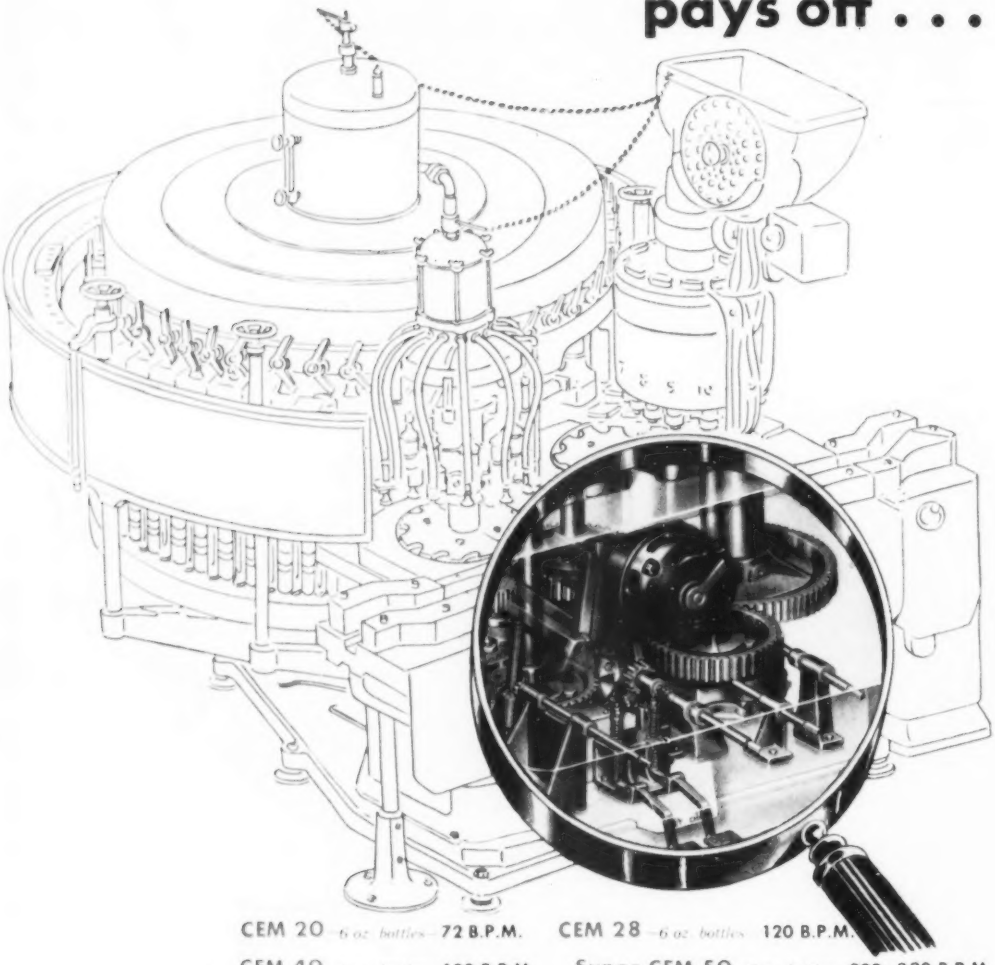
City ..... State .....

Authorized by .....

V. & E. Kohnstamm, Inc.

329 CANAL STREET NEW YORK 13, N.Y.

CEM dependability pays off . . .



CEM 20 —6 oz. bottles—72 B.P.M. CEM 28 —6 oz. bottles—120 B.P.M.

CEM 40 —6 oz. bottles—180 B.P.M. Super CEM 50 —6 oz. bottles—300 - 320 B.P.M.

. . in lower cost per case

When the summer demand for beverages is on, Cem is the filler you can really depend on to turn out the goods when you need them . . . and to do it at lower cost per case. The reason, of course, is the way Cem Fillers are built . . . their sound design . . . the high quality materials used . . . and most of all their sturdy construction, as you'll see on the opposite page.

Month after month Cem Fillers operate without trouble or costly production delays . . . repair bills are rare . . . maintenance costs are low. But when you do need service, even though your filler might be 5, 10 or 15 years old, you can be sure of getting it promptly. Crown service is no farther away than our nearest branch office . . . a service that is nation-wide and with an established reputation for promptness and reliability.

Consider what CEM dependability can mean to your operation. For more information consult your Crown Representative or write us direct.

CROWN CORK & SEAL COMPANY

Machine Sales Division - Baltimore 3, Md.

Nesbitt's
advertises in 8 most important National Magazines

LIFE
POST
Look
Farming
Family Circle
EVERYWOMAN'S
Woman's Day
WHAT'S NEW in HOME ECONOMICS

to sell the Home Market!

Sampling Boosts Bottlers' Volume

Early sales results are proving to be excellent in the concentrated sampling programs of seven Squirt bottlers in Nebraska and Kansas. The major effort is coupon mailing, with one area alone accounting for over 40,000 mailings.

Bottlers participating are: Walter Winter, Lincoln, Neb.; Joseph and Leona Donovan, York, Neb.; Con H. Keating, Columbus, Neb.; J. P. Daniel, Norfolk, Neb.; Dan L. Meisinger, Topeka, Kan.; Lesley C. Siegrist, Emporia, Kan.; and John Skie, Jr., Lawrence, Kan.

Sales reports of these bottlers show an overall increase of over 35% in winter volume.

Dad's Continues Franchise Expansion

Consistent with recently-developed expansion plans, Dad's Root Beer Company of Chicago continues to sign up new franchise bottlers.

Some of the new Dad's franchise territories are: Rollo, Missouri; Bellingham, Washington; Centralia, Washington; Lincoln, Nebraska; Longview, Texas; Richmond, Missouri; Hood River, Oregon; Iowa Falls, Iowa, and Everett, Washington.

To oversee this continuing expansion, Dad's has appointed four new district representatives. They are: Ed Dwyer, who will cover the New England states; Ed Jacob, southeast states; Carl Kicher, northwest states, and Frank Connor, who will cover parts of New York, Pennsylvania, New Jersey, Delaware, District of Columbia, Maryland and West Virginia.

Big Turnout at Squirt Meets

Over 200 Squirt bottlers attended a recent series of three major Regional Sales Meetings in Kansas City, Chicago, and New York.

The Squirt 1952 campaign was covered in detail during these recent Squirt Company meetings. Bottler sales programs were discussed by President H. B. Bishop and Vice-President William Jay.

Take the load off his back!

How MAGNESIUM can reduce his lifting by
100 TONS A YEAR!

Figure it out for yourself! Magliner magnesium beverage trucks average only 15 lbs. Impartial field surveys conservatively place the weight of similar steel equipment at 28 to 50 lbs. Magliner beverage trucks are lighter by at least *13 lbs.* (more, in many cases!) Let's assume your drivers average 50 stops daily. Using a Magliner hand truck, he can eliminate 780 lbs. of NEEDLESS LIFTING every day; 5900 lbs. per week . . . OVER 101 TONS IN A YEAR!

Your drivers can do more business with less effort . . . *give better service to more customers* . . . earn more money for themselves and you . . . with Magliner magnesium Hand Trucks. Write today for Bulletin HT-101.

• Light
• Strong
• Safe

MagLiner
Magnesium
HAND TRUCKS

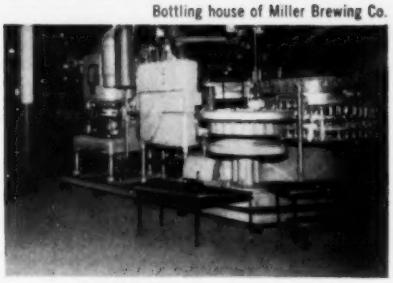
MAGLINE, INC., P. O. BOX 361
PINCONNING, MICHIGAN

TOUGH FLOORS FOR TOUGH CONDITIONS

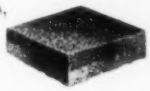
Smith Dairy Products Co.

BLUE TEMPER FEREM FLOORS

Bottling house of Miller Brewing Co.



In your plant you can have dense, ductile heavy duty floors, showing no noticeable wear for long periods and involving practically no upkeep costs, even when subjected to abrasive traffic and shock. Such floors are constructed with Ferem, the "Blue Temper" component in the floor topping, replacing sand, stone and silica. Ferem is used in heavy duty floors, loading platforms, corridors and runways in newly constructed buildings, or when replacing worn or eroded floors. Ferem is resistant to the corrosive action of chemical solutions . . . and has proven satisfactory under the wet floor conditions of many industries.



USED BY

- Breweries, Beverage Plants
- Distilleries
- Dairies
- Packing Houses
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- Chemical Plants
- Industrial Plants
- Municipal Plants
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HORN

A. C. HORN COMPANY, Inc. est. 1897

Manufacturers of materials for building maintenance and construction

LONG ISLAND CITY 1, N. Y. • Los Angeles • San Francisco • Houston

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Please send me ☐ complete data on FEREM FLOORS

☐ free copy of your 96-page Construction Data Handbook

NAME_____ TITLE_____

FIRM NAME_____

ADDRESS_____

CITY_____ STATE_____

Faster than sound!

News travels fast.

But a news-*maker* travels faster.

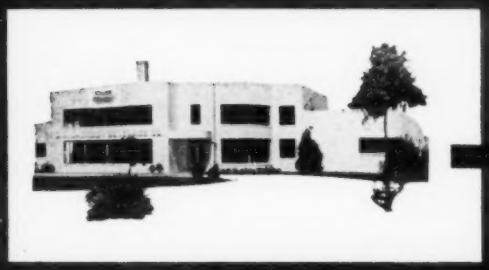
And Pepsi-Cola always does things *today* that *you hear about tomorrow*.

Things like being first with finest quality, and more of it.

Things like making it possible for Pepsi fans to enjoy their favorite drink in thousands of new places daily.

Yes, you can count on Pepsi-Cola to continue doing things that make news . . . news which travels fast . . . and far!

PEPSI-COLA
COMPANY



BOTTLER BRIEFS

ARIZONA

New bottling equipment has been installed in the plant of the Seven-Up Bottling Company of Phoenix, streamlining production at that development. Among the new equipment is a 28 spout Cem filler. W. R. Hood is general manager of the operation.

ARKANSAS

Howard Craver, general manager of the Texarkana Coca-Cola Bottling Company, has been elected assistant secretary and treasurer of the company. Mr. Craver has been general manager of the plant since 1940. Other officers are: President, R. Z. Biedenharn; vice-president, R. L. Dobson; and secretary-treasurer, A. M. Biedenharn.

CALIFORNIA

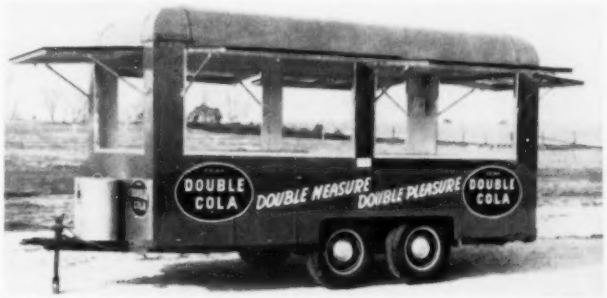
Coca-Cola Bottling Co. of Los Angeles is celebrating its Golden Anniversary. Now ranking with the largest bottling plants in the world, the firm has sub-plants in Long Beach and Burbank, other branches in Venice, Pasadena and Santa Ana, and provides bottled Coca-Cola for a franchise area with a population of nearly 5 million people. Cecil Barbee is executive vice-president of the organization. . . . Harold Short and James E. and Robert W. Jacobs have filed a statement to indicate that they are in business at Roseville under the firm name of the Roseville Ice and Beverage Co.

The Dr. Pepper bottling plant at Salinas won first honors among California plants in the Dr. Pepper contest based on a per capita showing. . . . . Roland Roche, who formerly managed a company-owned Pepsi-Cola plant in New York, is now owner of the Rocky Bottling Co., Bakersfield, formerly operated by the Blair Beverage Company. Pepsi-Cola is the featured beverage. . . . Nehi Bottling Co., Riverside, has moved into new quarters near the former plant on Main Street, occupying a building erected especially for the purpose. A feature of the new location is the large space available for the housing of trucks and the storage of bottles and supplies, along with space for future expansion. A large territory is covered, San Bernardino and Riverside counties being among the largest in the State. The business is owned by Charles G. Twohy, who has operated it for almost 25 years.

Frank Heath has been made manager of the Coca-Cola bottling Co., Salinas, following a period of service with the Coca-Cola Bottling Co. of Klamath Falls, Oregon. . . . Daniel D. Fox, former manager of Coca-Cola Bottling, Inc., at Spokane, Wash., has been named manager of the Coca-Cola Bottling Co. of Santa Maria, Mrs. Marjorie B. Cobb, company president, has announced.

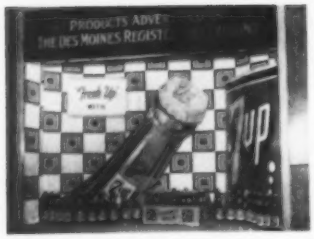
FLORIDA

Mr. and Mrs. H. Hayward and Leal Hayward recently purchased



DOUBLE-COLA TRAILER FOR SPECIAL EVENTS . . .

Double-Cola Bottling Co. of Huntsville, Ala., is using this 17 x 24 foot trailer to serve Double-Cola and sandwiches at picnics, ball games, county fairs, community meetings and other special events. The inside of the trailer is stainless steel, outside is aluminum. It is equipped with coolers to ice 80 cases of Double-Cola and it has facilities to handle 90 pounds of frankfurters and buns. In addition to boosting Double-Cola volume, the trailer is also proving an effective advertising medium.



NEWSPAPER BOOSTS 7-UP . . .

Teamwork between the Seven-Up Bottling Company of Des Moines, Ia., and the Des Moines Register and Tribune, made possible the Seven-Up display shown above. The newspaper provided the space in a window of its Des Moines office, in recognition of the regular Seven-Up advertisements which appear in the Des Moines Sunday Register.

the Seven-Up Bottling Co. of Ocala, Florida. The Haywards bought the operation from Clyde W. Hall and A. T. Murphy. . . . L. A. Mitchell has left Seven-Up Washington, Inc., Washington, D. C., to accept the position of Sales Manager of the Seven-Up Bottling Company of Miami, Fla. Mitchell formerly worked as a Sales Counselor for the parent Seven-Up Company, St. Louis, Mo.

ILLINOIS

Haskell Boaz has been named sales manager and Lewis Thompson has been promoted to route manager of the Coca-Cola Bottling Co., DuQuoin. D. M. Hayes heads the operation. . . . L. H. Beck, formerly manager of the Coca-Cola Bottling Co. of Wooster, Ohio, is the new manager of the Decatur Coca-Cola Bottling Co.

INDIANA

John W. Johnson has been named secretary, treasurer and manager of the Coca-Cola Bottling Company at Goshen, Ind., succeeding Roy Wohlford. Mr. Wohflord will remain at the plant as production superintendent.

IOWA

Nesbitt Double-Cola Bottling Co. of Humboldt, Iowa recently added Double-Cola to its line. Firm has started an extensive newspaper, radio, and point-of-sale advertising campaign to promote its new acquisition.

MARYLAND

Charles M. Gee has been elected vice president, general manager and a member of the board of directors of the Coca-Cola Bottling Co. of Baltimore. Mr. Gee served as vice president, treasurer and general manager of the Coca-Cola Bottling Company of Boston, Mass., from 1942 to 1946, when he became vice president of The Coca-Cola Export Corporation in charge of the Pacific and Far Eastern areas.

DISCUSS DAD'S AD PLANS . . .

Bill Binder (left), Kansas City bottler for Dad's Root Beer, and Jerry Sperling, Merchandising Director of Ross Roy, Inc., Chicago. Dad's ad agency, sat down recently to discuss advertising and sales promotion plans for the summer season. As part of this plan, Dad's will launch an extensive advertising program at the national level in co-operation with local bottlers and distributors.

In 1950 he rejoined The Coca-Cola Company (domestic) with whom he has been serving in an executive capacity.

MINNESOTA

Marion C. Holmes is the new co-owner and manager of the Brainerd Coca-Cola Bottling Company.

MISSISSIPPI

Albert B. Walker has been named manager of the Coca-Cola Bottling Works, Tupelo.

MONTANA

Two Coca-Cola bottling plants in Montana recently changed hands. Cliff Clark has sold the Coke plant at Kalispell to a partnership composed of James G. Edmiston, a Kalispell banker; Robert Happ, who will be manager; Kenneth L. McGuire, and Byron J. Lebert, Jr. Mr. McGuire and Mr. Lebert will also be active in the management and operation of the plant. . . . Theodore E. Stump has sold the Livingston Coca-Cola plant to Channel T. Libbey.

NEVADA

Gordon Griswold and T. C. Crosson have been granted a franchise for bottling Squirt at Elko, from

NEW SEVEN UP PLANT IN ALBUQUERQUE . . .

This is the attractive new plant of the Seven-Up Bottling Company, Inc., Albuquerque, N. M. The bottling department, syrup room and general offices of the operation are situated on the ground floor. The loading area is at the rear. Charles A. Marshall is president of the Albuquerque Seven-Up development, and Paul Daulton is sales manager.

Cream Soda

A beverage with an obscure origin, that is bottled with a wide range of flavor qualities and colors.

HAVE you ever stopped to wonder how the name "Cream Soda" originated? It is an interesting question, and the answers seem to be quite obscure. Most likely the word "Soda" means that it is a carbonated soft drink—but where did the word "Cream" come from?

One theory is that "Cream Soda" acquired its name because when first introduced to the trade as a new carbonated drink it was called "the cream of carbonated beverages".

Another possibility which seems most likely is that the name "Cream Soda" for a bottled soft drink was derived from the term "ice cream soda" as served by the soda fountain. Perhaps the bottling industry recognized that the soda fountain sold a substantial number of sodas made with vanilla ice cream and carbonated water — and adopted the name "Cream Soda" to denote a carbonated soft drink with a basic vanilla type flavor that was sold in bottles.

It appears that the term "Cream" or "Creamy" as used by the bottling industry is related to the use of a vanilla type flavor base. For example, a "creamy" type of root beer is one in which a vanilla type flavor is used as a blender to give the beverage a smooth, full-bodied flavor character.

Another interesting thing about the name "Cream Soda" is that sometimes it is spelled "creme soda". It appears that the original and certainly most commonly used spelling today is "Cream Soda"—and that the "creme" is an adaptation, probably coming from French liqueurs such as "Creme de Menthe (cream of mint), or "Creme de Cocoa". Back about 1900, an effort was made to establish "Creme" as the standard spelling to avoid the possibility that "Cream Soda" might be confused with milk or cream. "Cream", however, was accepted later on as standard spelling.

Like Root Beer, Cream Soda appears to be an American drink, which has spread to some extent to other countries. When and where it was first bottled is not clear, although we know it dates back at least to about the middle 1800's. Very little has been written about the history and background of Cream Soda, in spite of the fact that it has been a rather popular bottled beverage in the United States for many years. It was a well-known beverage back in 1903, when Hurty-Peck was founded.

Two popular beverages—both originating in America

CHARACTERISTICS OF CREAM SODA	
Carbonation	Ranges from $1\frac{3}{4}$ up to $3\frac{1}{2}$ volumes. Average is about 2 volumes. Never bottled without carbonation.
Acid Content	Very low. Generally $\frac{1}{4}$ to $\frac{1}{2}$ oz. of Citric Acid Solution is used with each gallon of syrup. Acid helps to preserve the beverage—not used for its effect on the flavor.
Preservatives	Seldom used. The carbonation and acidity are generally sufficient to avoid spoilage troubles.
Sugar Content	Ranges from a low of 11% up to a high of about $14\frac{1}{4}$%. Trend is to the higher Brix for plenty of body and sweetness.
Foam	Sometimes none, sometimes a moderate amount. Both types about equally popular.
Flavor Strength	4 oz. is most popular because the desired color and foam are incorporated and delicate flavor blends are possible.

Certainly there were many facts about the origin of Cream Soda which are known by bottlers and suppliers, and we would be most interested in having readers send us any information they might have, or know about.

Color and Appearance of Cream Soda

Most soft drinks are bottled with a characteristic color. Root Beers, for example, are always bottled with brown color. With Cream Soda, however, the color seems to vary with the territory. In some areas, such as parts of the midwest, Cream Soda is bottled with a red color and is known as "Red Cream". In the east and south and west, it is generally bottled with a brown or amber color. In some spotty locations, it is bottled with no color at all. Cream Soda generally is a clear drink, with no cloud.

Flavor Qualities

The federal definition of Cream Soda says that the flavor should be "prepared from vanilla, tonka, vanillin or coumarin, singly or in combination, together with other flavoring substances". This is a very broad definition and allows for wide variations in flavors blended with the vanilla type base. It is the blend used by the flavor manufacturer that makes for distinction and superiority.

Some Cream Soda flavors have a fruity blend. Others are referred to as "cocoa cream" (Swiss type), and "vanilla cream". In Latin America Cream Soda with a rose blend is popularly known as "Soda Crema". In England, they refer to this type of concentrate as "American Ice Cream Soda Flavor"—but it has never achieved widespread popularity there.

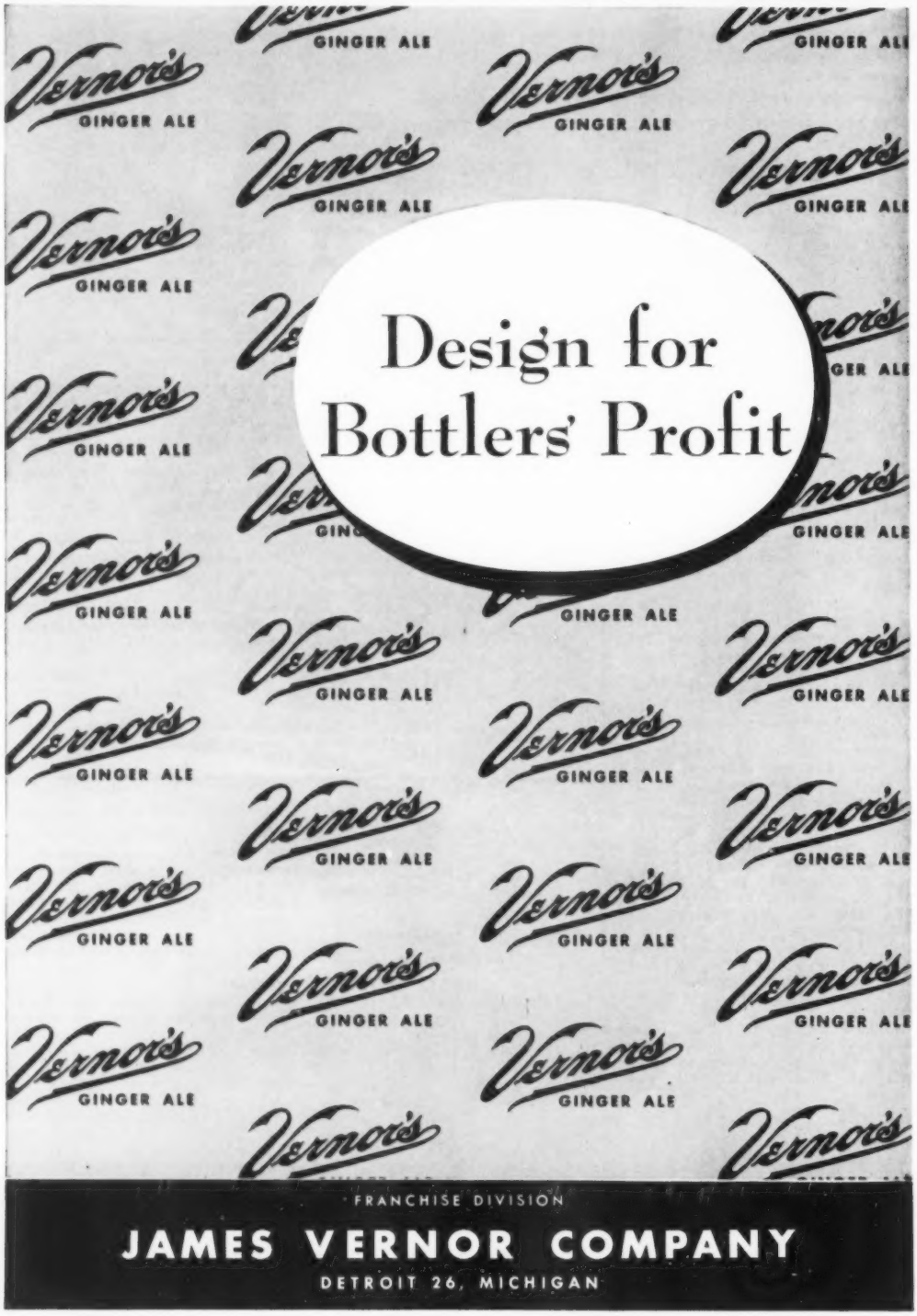
Conclusion

It is interesting to bear in mind that Cream Soda is a blended flavor, with vanilla type flavor base, but with a wide range in character. There really is no specific flavor standard or objective with Cream Soda. Most other flavors have a very positive flavor objective. For example, an orange flavor is made to resemble the taste of orange juice. Cream Soda is different in this respect, for today it does not attempt to duplicate or imitate any particular flavor. The success of a Cream Soda flavor therefore depends upon the established tastes which have been acquired by the public in any area through association with what they have consumed in the past. It also depends upon the skill, knowledge, and research of the flavor manufacturer—who must recognize what the public wants and then proceed to develop the flavor blend that satisfies.

HURTY-PECK & CO.

Makers of Quality "Superb" Flavors

INDIANAPOLIS 7, IND. SANTA ANA, CALIF.


Vernor's
GINGER ALE
Design for
Bottlers' Profit
FRANCHISE DIVISION
JAMES VERNOR COMPANY
DETROIT 26, MICHIGAN

which a large territory in the northeast section of the State is served.

NORTH DAKOTA

The Capital City Bottling Works in Bismarck, bottlers of Coca-Cola and Nehi beverages, has been purchased by a corporation headed by Carl H. Boustead. Other corporation officers are Martha Tucker, vice president, and Dorothy Boustead, secretary-treasurer. The new corporation, Coca-Cola Bottling Co., made the purchase from J. P. Sell who bought the bottling works in March, 1905.

OHIO

Ray Young formerly plant superintendent, has been promoted to manager of the Coca-Cola Bottling Co., Wooster. . . . Joyce Seven-Up Products Co. of Columbus has reported several personnel changes. Henry Howard, formerly sales counselor at the Seven-Up Bottling Co. of Toledo, has been shifted to the Seven-Up Bottling Co. of Cleveland, where he will be assistant operational head. James Patrick, formerly assistant operational head at Cleveland, has been transferred to the Seven-Up Bottling Co. of Cincinnati, where he will be operational head. Gerald Blinn, former general manager of the Seven-Up Bottling Co. of Cincinnati, has been transferred to the Seven-Up Bottling Co. of Detroit, Michigan, where he will serve as operational head. All the operations mentioned are headed by John R. Downey, president of Joyce Seven-Up Products Company.

BOTTLING ORANGE-CRUSH . . .
Bruce E. Matson heads the Orange-Crush Bottling Co. of Lowell, Mass., which recently began production and distribution of Orange-Crush and Old Colony beverages. Mr. Matson started in the beverage business at an early age, assisting his father in the operation of the Milford Bottling Co., of Milford, N. H.

SIAM SIGHTSEERS . . .
Mrs. K. Chan, right, exclusive O-So bottler in Bangkok, Siam, and her daughter, Miss C. Chan, left, are shown with Mrs. R. A. Conover, center, wife of the president of the parent O-So Grape Co., during an inspection tour of the Chicago O-So Grape Bottling Co. The Siamese lady bottlers recently spent several weeks in the U. S., learning American production know-how and procuring equipment for their new plant. The new machinery will give the O-So plant in Bangkok a production capacity of 2,000 cases per day.

OREGON

K. A. Jernstedt, who operated the Squirt Bottling Co. at Hood River, has enlarged his operation by taking over an adjoining building. . . . The Squirt Bottling Co., Eugene, has taken over the Eugene franchise for Dad's Root Beer, M. A. Gribble, partner in the company, has announced. Mr. Gribble also reported that Dick Bishop has been made sales manager for the company and will head promotion for the new product.

SOUTH CAROLINA

Lane Coca-Cola Bottling Co., capitalized at $50,000, has been organized in Lane. Jane W. Williams is president.

VIRGINIA

Roanoke Coca-Cola Bottling Co. will celebrate completion of its first fifty years with an open house on June 5-6-7.

WASHINGTON

Construction has started on a new $200,000 plant for Coca-Cola Bottling, Inc., Spokane. The plant, according to Manager Harold T. Raymond, will have approximately 26,000 square feet of floor space. The company hopes to be able to move into the new plant before the end of the year.

WEST VIRGINIA

Canada Dry Ginger Ale of Charleston, Inc., has been formed with Jack Hines as president and general manager. Mr. Hines has been engaged in the bottling business in southern West Virginia for 15 years. He formerly operated the Grapette plant in South Charleston.

OBITUARIES . . .

A. C. Faerber

Augustus C. Faerber, 76, treasurer of the Peter Faerber and Sons Co. and Coca-Cola Bottling Co. of Newport, R. I., died May 14. His father, the late Peter Faerber, founded the firm.

H. J. Minar

Henry J. Minar, owner of the Seven-Up Bottling Company of Little Falls, Minn., died May 8. A son, James J. Minar, will take over full management of the operation.

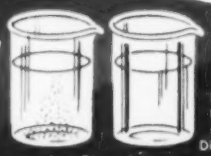
E. E. Harbaugh

Ellis E. Harbaugh, 48, manager of the Winchester (Va.) Coca-Cola Bottling Works since 1936 passed away recently. He had been associated with Coca-Cola since the conclusion of his school days.

ONLY DIVERSOL Gives You So Much Protection against Food-Spoiling Bacteria!

want proof? ▶ **COMPARE DIVERSOL... LET YOUR DIVERSEY D-MAN SHOW YOU THIS FACTUAL 4-WAY TEST!**

1



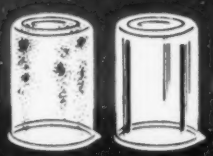
See How Much More Rapidly Diversol Dissolves! These are drawings of actual photographs showing how rapidly and completely Diversol dissolves as compared to other bactericides! Diversol dissolves completely in only 20 seconds... even in cold water! The other bactericide is 30% undissolved after a full half hour! Because Diversol dissolves so swiftly and completely, it disinfects faster!

2

See How Completely Diversol Softens Water! Compare Diversol yourself! Here you can really FEEL the difference! Diversol displays superior softening action even in the hardest water!

3

See How Thoroughly Diversol Penetrates Grease Film! Before any bactericide can destroy bacteria it MUST first reach the bacteria! As this test shows, only Diversol penetrates invisible grease film so thoroughly! The test pad in the Diversol solution becomes wetted and bleaches out in a few moments! The pad in the other solution remains unchanged even after 10 minutes! How long do you permit your bactericide to remain in contact with the contaminated surface?



4

See How Freely Diversol Rinses! Compare the remarkable free-draining characteristic of Diversol with any other bactericide! See how amazingly clear and clean Diversol leaves the disinfected surface. Then notice the film and undissolved particles left by other bactericides... and, remember film harbors bacteria!

Why not take the gamble out of your disinfecting operation! Be sure with Diversol — the bactericide that's performance-proved and time-tested by over 25 years of continuous usage by thousands of leading food plants! Let your Diversey D-Man show you this 4-way test — you owe it to yourself, in the interest of safeguarding product purity! Call your Diversey D-Man right now!

THE DIVERSEY CORPORATION

1820 Roscoe Street, Chicago 13, Illinois

In Canada: The Diversey Corporation (Canada) Ltd., Lakeshore Road, Port Credit, Ontario.

BRANCH OFFICES

412 Park Bldg. Cleveland 14, Ohio
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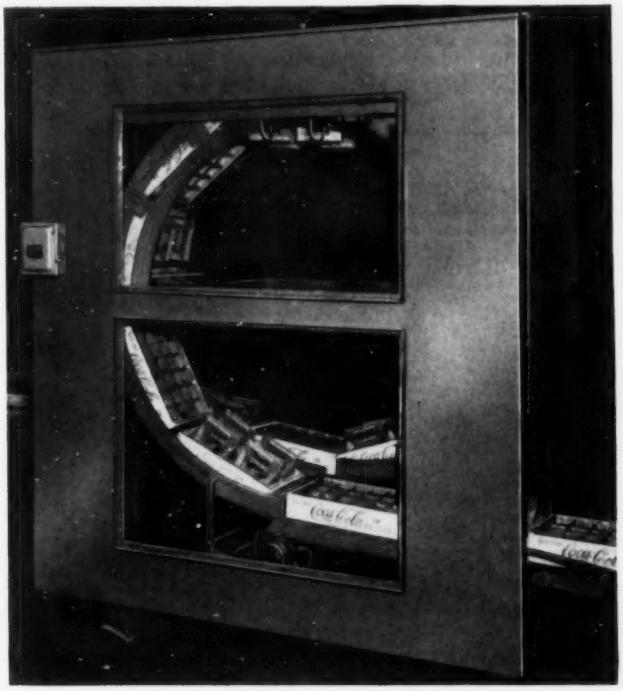
101 Marietta St. Bldg. Atlanta 3, Georgia
5720 Imperial Highway South Gate, Calif.
216 East Tenth St. Kansas City 6, Mo.
Joshua Green Bldg. Seattle 1, Washington
400 Frelinghuysen Ave. Newark 5, New Jersey
525 Market St. San Francisco 5, Calif.
1314 Wood Street Dallas 1, Texas

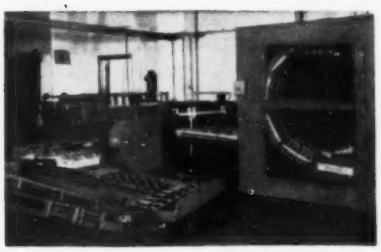
NEW HIGH SPEED AUTOMATIC CASE CLEANER

introduced by STANDARD-KNAPP

- AIR CLEANS 30 CASES PER MINUTE
- SMOOTH HANDLING LENGTHENS CASE LIFE
- COMPLETELY AUTOMATIC NO OPERATOR REQUIRED
- COMPACT—OCCUPIES ONLY 19.4 SQ. FT.
- LOW MAINTENANCE COST



Cases are carried around a spiralled circle. At the top of the circle, the cases are inverted and subjected to blasts of compressed air from four jets.



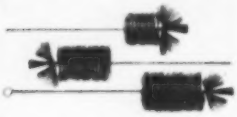
Case Cleaner integrated with bottle packer. Riding strips hold partitions and carriers in place. Debris drops into trash chute for easy collection in outside receptacle.

You can put this automatic case cleaner right to work. It will fit easily into your present bottle lines. And your cases will be really clean, free of debris, thus insuring properly packed cases at all times. You can conserve manpower and keep your cases in tip-top shape much, much longer.

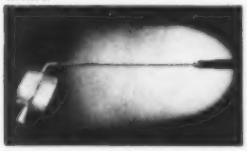
PLEASE WRITE FOR DESCRIPTIVE FOLDER

STANDARD-KNAPP *DIVISION OF EMHART MFG. CO.* **PORTLAND, CONN.**

SCHAEFER BRUSHES
— MILWAUKEE —

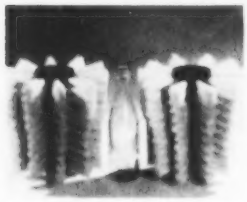


Schaefer Long Stem Bottle Brushes — No. 131-BN
Made of White or Black Du Pont Nylon, heavy, stiff, springy, for either machine or hand use, with wide wings and heavy tufts. Sizes for half-pint, pint, quart, half-gallon, and gallon bottles.

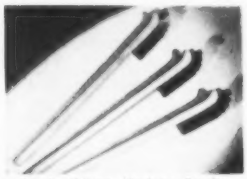


Schaefer 5-Gallon Bottle Brush — No. 133-B
A practical hand brush for effectively cleaning 5-gallon bottles. Made in White Du Pont Nylon, Black Nylon, or Black Bristle mixture on a 1/4" steel rod. 3-1/2" diameter brush, 50" long overall.

Schaefer Revolving Hand Bottle Brush — No. 134-B
Handy brush in Black Du Pont Nylon that provides machine-like action for efficient hand washing. In sizes for half-pint, pint, quart and half-gallon bottles.



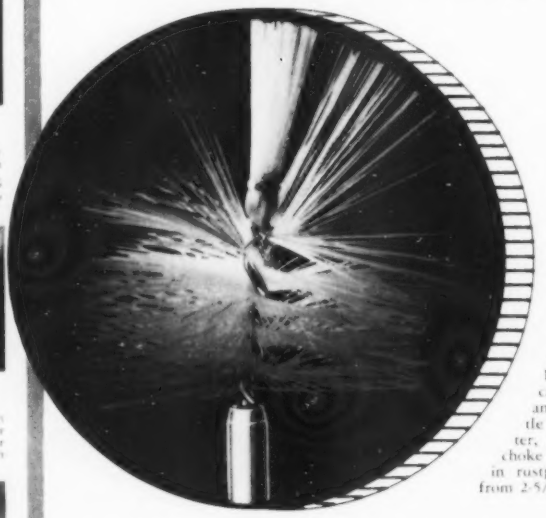
Schaefer Shaped Revolving Brushes for Outside Bottle Washing
Two-piece, trimmed to exact bottle shape, these brushes are easier to install on your machine. They clean better, last longer. Available for standard bottles or custom-designed for special shapes.



Schaefer Filling Machine Brushes — No. 117-A
Designed for convenient handling and easy cleaning, with 5-1/2" brush and 20" handle. Brush available in best selected fibre, Black Du Pont Nylon or fine brass wire.

Your Brush Dollar Buys MORE PERFORMANCE in

Schaefer BOTTLE BRUSHES



Schaefer Wobble Type Bottle Brush

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The reason: only White Trucks are engineered to exact delivery conditions. The functional design of the White 3000 saves delivery time at every turn . . . at every stop. Its safety and maintenance advantages are outstanding.

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IN CANADA

Retail Beverage Prices Unchanged Despite Tax Cut

Bottlers and parent company officials throughout Canada generally agreed that the recent reduction in the soft drink excise tax, from 30% to 15%, would not result in any decrease in the retail price.

W. G. Danforth, branch manager for Coca-Cola Ltd. in Hamilton, Ontario, said the reduced tax rate means "practically nothing."

Howard C. B. Wilson, vice-president of Charles Wilson Ltd., Toronto, explained "the industry has had a rough year. We have been absorbing steadily increasing costs . . ."

P. H. MacDonnell, vice-president of Canada Dry Ltd., Toronto, declared: "We feel satisfied the Government has made an effort to assist the manufacturer in meeting the problems of the industry." He added that "it will enable the industry to retain its present high standards of quality."

William Hawrelak, vice-president of C.B.C.B., stated: "The reduction was not sufficiently great that we can pass it on to the consumer. It only amounts to ⅓ of a cent on each bottle. We would have been glad to reduce the price if the tax reduction had been greater."

D. A. Maedel, manager of Maedel's Beverages, Chatham, Ontario, said "the present price of our products is going to be maintained."

M. D. Spivak, president of the Manitoba Bottlers Association, opined that the small bottling companies will receive most benefit from the tax cut. "They have been struggling along since the Government put the excise tax into effect and this will help relieve the burden."

W. L. Drummond, chairman of the British Columbia Bottlers of Carbonated Beverages and Vancouver branch manager of Orange-Crush Co., commented: "I don't see how it can possibly reduce retail prices."

Other bottlers throughout the Dominion expressed similar sentiments, pointing out that the tax cut would help them maintain product quality, pay their employees higher wages, and generally go a long way towards putting the soft drink industry "back on its feet."

Equipment Installation Completed

W. H. Barter, branch manager of the Vancouver Pepsi-Cola operation, has had installation of his new plant completed. The new machinery includes a Liquid Carbonic 40-spout unit, with a capacity of 375 cases per hour, and a 16-wide Liquid Carbonic bottle washer, bottle agitator and accumulating table and packer. Mr. Barter announced at the same time that his branch was now producing Pepsi-Cola concentrate for all British Columbia Pepsi-Cola operations. The Vancouver branch is at 1055 Vernon Street. Several new branch operations are to be opened by the company in British Columbia this year.

Orange-Crush Launches New Summer Campaign

"Say Crush and get True Orange Goodness . . . not just Orange Flavor" is the theme of a newspaper campaign recently launched by Orange-Crush Ltd., Toronto, to run throughout the summer months.

7-Up Holds Big Sales Meet

A special Seven-Up sales meeting, in which speakers used English and French to put across their ideas, was recently held at the Mount Royal Hotel, Montreal. The session was sponsored by the Seven-Up Bottling Company, Ltd., of Montreal.

In addition to representatives of the Montreal Seven-Up organization, Seven-Up developers and sales makers from sub-bottling operations of the Montreal development were in attendance. Four representatives of the parent Seven-Up Company attended the meeting.

Much of the program was dramatized. All presentations were in French, with the exception of a few.

Your Assurance of Bottle Endurance

For dependable product protection and greater plant profit, go LIBERTY!

SPECIALIZING IN *Returnable* GLASS CONTAINERS SINCE 1918

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WITH LUSTRO-COLOR

THE DISPLAY CONTAINER WITH BETTER RETURNS

Liberty Glass Company

SAPULPA, OKLAHOMA

Get both with Exchange...

FINEST FLAVOR and ASSURED PERFORMANCE

Those are the two big *extras* you get when you use Exchange Bottlers' Orange and Lemon in your citrus drinks.

They're full-flavored bases, made exclusively from fine California fruit—known for its tangy, *different* essence and taste. Leading bottlers across the country have found that this *added taste appeal* makes the difference between an average seller and one that's tops in popularity.

And, *in addition* to this superior, natural fruit flavor, Exchange Orange and Lemon bases are prepared under exacting laboratory specifications to insure more consistent uniformity, greater stability, and longer shelf-life.

For better citrus drinks, use only Exchange Orange and Lemon.

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Personals

Almon C. Perry, manager of the Argenta Bottling Company, Little Rock, Ark., is a candidate for Alderman. Several years ago, Mr. Perry served as Mayor of North Little Rock. . . . *W. M. Williams*, sales supervisor of the Coca-Cola Bottling Company, Akron, Ohio, was recently named "Man of the Month" by the Akron Jr. Chamber of Commerce. . . . *J. W. Kirksey*, of the Double-Cola Bottling Company of Harlingen, Texas, was recently elected to the City Commission for a term of two years. Mr. Kirksey had a very distinguished service record in World War II and is now a full colonel in the Reserve. . . .

M. J. Becker, Editor of N.B.G., last month was awarded a Certificate of Merit for an oil painting he entered in a nation-wide amateur painters' competition.

H. P. Daulton, second vice-president of the Seven-Up Bottling Company of Albuquerque, New Mexico, is Vice President of the 20-30 Club of Albuquerque. . . . *James A. Farley*, chairman of the board of The Coca-Cola Export Corporation, and former Postmaster General of the United States, was the keynote speaker at the recent Brand Names Day 1952 Dinner in N. Y. C.

. . . *Charles D. Brooks, Jr.*, treasurer and advertising manager of the Seven-Up Bottlers of Fairfield, Connecticut, Inc., Norwalk, Conn., is Exalted Ruler of the Stamford Connecticut Lodge of Elks, No. 899.

. . . *Thomas H. Underhill*, co-manager of the Coca-Cola Bottling Company in Las Vegas, has been appointed co-chairman of the 1952 fund drive of the Clark County chapter of the American Red Cross.

Mrs. Truop H. Clark, 81, will celebrate her 45th anniversary as a bottler of Coca-Cola in November of this year. Mrs. Clark heads the Coca-Cola Bottling Co., Milledgeville, Ga., and is still active in every phase of the business. . . . *Tom McNeil*, owner and general manager of the Seven-Up Bottling Company of Quincy, Ill., recently was elected president of the Quincy Rotary Club. . . . *Walter S. Mack, Jr.*, President of Nedick's, Inc. has accepted the position of Chairman of the Finance Committee, New York State Citizens for Eisenhower.

Ben H. Wells, Vice-President in Charge of Sales and Advertising for the parent Seven-Up Company, and John T. Tabor of the parent company's legal department, attended the fortieth annual meeting of the Chambers of Commerce of the United States, held recently in Washington, D. C. Wells and Tabor represented the Chamber of Commerce of Metropolitan St. Louis as alternate delegates. Tabor also participated in the work of the Committee on Taxation, of which he is a member.

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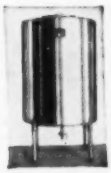

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Styles: vertical, horizontal, squat, and specials to meet your Specifications. Many standard sizes in stock for immediate delivery. Sturdy, durable construction.

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ROOT BEER IS THE NUMBER TWO DRINK IN POPULARITY (BASED ON SAME SURVEY)

Quote from March, 1951, issue of Mid Continent Bottler Magazine—"DAD'S and ____ are the two big brands of root beer in this study, according to the answers to: 'What brand of bottled root beer do you serve at home?'"

BRAND SERVED	PERCENT
DAD'S	25.2
2nd brand	21.1
3rd brand	8.1
4th brand	2.2
5th brand	1.7
6th brand	1.7
7th brand	1.1

"This report is based upon a study made among Capper's Farmer subscribers. Capper's Farmer is one of America's leading rural publications with a circulation of 1,328,942, concentrated in 15 Midwestern states".

DAD'S

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Supervising Your Routemen

Selling soft drinks successfully under today's competitive conditions depends largely on the ability of the sales supervisor.

by Wm. H. Harris, University of Georgia, Atlanta.

How effective is sales supervision in the soft drink industry today? The heart of effective supervision is the combination of salesmen and the supervisors out on the route together, working to improve the position of their company to increase sales. We will discuss here what the supervisor must know, and what he must do for effective supervision. Let us put it this way: What he must know, you can express in terms of knowledge; what he should do as a supervisor, you can express as leadership.

The supervisors I am talking about are those who are assigned a given number of routes — four, seven, eight or ten routes — and who report to the plant manager, the sales manager, or some other top official. Those of you who are the sales manager and supervisors and all the other functions combined should have no trouble in making your own adjustment to your specific situation.

The salesman I am talking about is the man who is established out on the route after initial training. As far as new men are concerned, you can make adjustments, add a few points, and apply what I say to the new men. I mention these established men on the routes because they are often neglected.

In one plant in Atlanta the supervisor spent most of his time working with new men. I am sure that condition brought about the neglect of established men. This lack of leadership caused incessant turnover.

The Supervisor's Job

The carbonated beverage industry is far ahead of most industries as far as the recognition of supervision is concerned. We have in our industry a large number of supervisors. How effective is this supervision? It is not as effective as it could be. Let us take a look at this situation. What must the salesman do when he goes on the route with the supervisor? What must the supervisor do? One point I want to establish right now is that there is no place here for an arm-chair supervisor. The salesman should have the supervisor on the route with him, working with him, and suggesting things for him to do. "Riding the routes" is an expression that we all use. Sometimes it is just that — the supervisor goes along for the ride. So before we discuss the "doing" part, let us take a look at what the supervisors should know in order to carry on an effective job of supervision.

First—and these three points I will cover are the bare minimum—the supervisor should know the salesman's job. The supervisor working with the salesman looks for operational activity and selling activity.

Operational activity has to do with those things the salesman does to place himself in the most advantageous position for selling. That includes driving the truck, checking coolers for display and stock, checking the carton display, and checking the poster advertising for display and condition. It is a good thing to remember that a dirty, torn sign with other notes tacked on it is a reflection on the company and is not a good piece of advertising. Of course, gathering and collecting bottles and the business-like relationship with the dealer are included in our operational activity.

Selling activity concerns the personal contact between the salesman and the dealer in which the salesman is trying to put over the sale of a product, an idea, or a service, always with the dealer point of view in mind.

Second, the supervisor should know the company and its policies. He should know his responsibility to the management and his responsibility to the salesman.

Third, the supervisor must know how to plan, organize, and control the activities of his salesmen in terms of a complete sales job and the best utilization of time.

What does the supervisor have to offer when he goes out work on the routes with the salesman? He must have leadership. He must build confidence, he must motivate his men, he must plan and help them to plan, and he must apply know-how.

The four pillars of sales strength

ABOUT THE AUTHOR

William Harris began selling soft drinks in 1938 as a supervisor for a North Carolina bottler. Since then, he has combined research and teaching on supervisory activities and salesmen training with active work in the field on such brands as 7-Up, Dr. Pepper, Coca-Cola, Nehi and others. This article* briefs some of his recommendations.

*Based on an address made at a recent sales clinic jointly sponsored by the Ohio Bottlers Association and Ohio State University.

are confidence, motivation, planning, and the application of know-how. I would like to discuss these four points in terms of the salesman and the supervisor working together on the route. Some salesmen with real ability and good hard work are able to do a creditable job on the routes without good supervision, or little supervision.

I would like to give you an example of two cases I ran into recently. I asked a salesman who was doing a good job how he felt about his supervision. He said, "Well, that supervisor is not much help to me. When he rides with me, about all he does is slow me down. All our supervisors are more or less utility men."

Another salesman told me that his supervisors had been with him only once in two years. I asked him if he wanted more training and guidance and he said, "Oh, sure, but we have had a lot of new men, and I guess they need it worse than I do."

The potential on those two routes and the demonstrated ability of those men showed an urgent need for supervision and guidance. Salesmen must have leadership.

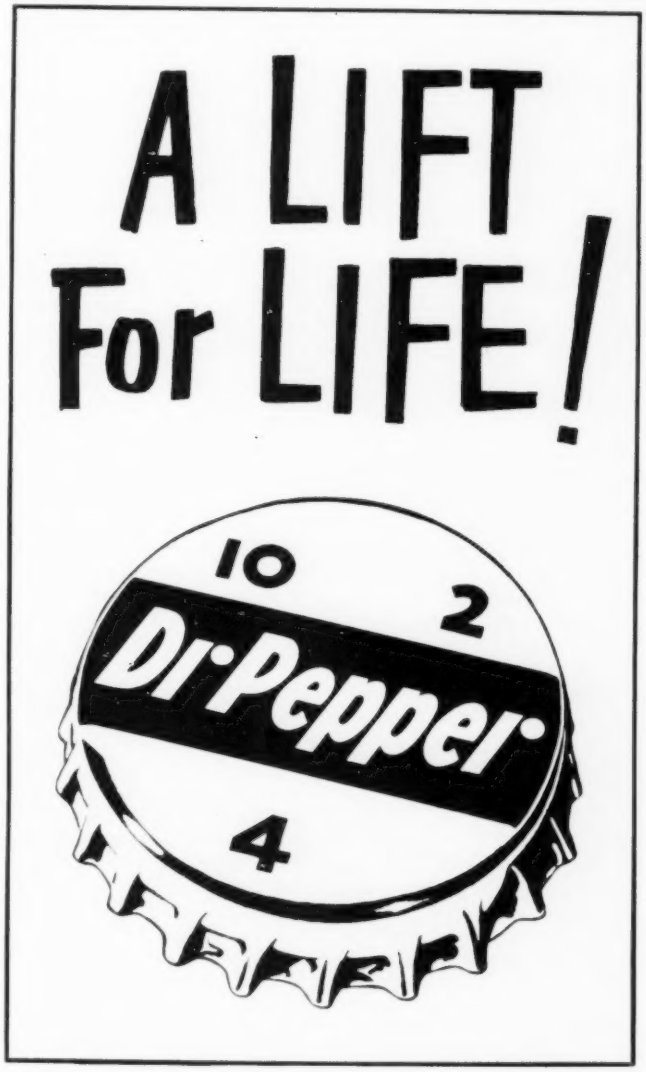
Now, let us shift quickly to the positive side. First of all, let us consider confidence. Confidence is a feeling which the supervisor wants to build in his salesman. He wants his salesman to say, "I am a salesman. I work for the best company and the best product." Then he may hope that the salesman will say about him, "My supervisor gives me a lot of help and I like to have him out on the route with me." That is the feeling that we want to develop. Without confidence a man is not a salesman.

I will give you an example. Recently a salesman told me five times, "I am not a salesman." Sure enough, he was more of a delivery man. But after riding with him one day, I would say he is a potential salesman, and this is why. I asked him about how many cases would be sold in the day, and he estimated 70 or 80. We sold 118 cases that day. I did not do a thing but walk arount with him and keep a record of his operation. The first part of the morning he was a delivery man but toward the middle of the day he started talking and asking questions, and then answering his own questions. He started checking his coolers, putting in stock, and selling cases on the deposit. Where there were six, eight or ten short, he sold the dealer on putting the deposit up on those bottles.

In the afternon he was more of a salesman. Perhaps he was putting on a show for me, but he would do the same thing for the supervisor if his supervisor got out there and worked with him. That man would gain confidence and something would happen to that route that would mean better sales and lower costs.

Get Them To Think

A good indicator of confidence in the men is when they start asking you about certain problems,



figuring up ways that they can work things out on the route, and even asking for help. Another good indicator of confidence, as far as your salesmen are concerned, is when they say "we" about the company, instead of "they."

The second pillar of strength in motivation is the art of inspiring and energizing the salesman for the purpose of obtaining a better sales performance. How can the supervisor do this? He can do this by the same methods he used to instill confidence, by example, two-way communication, training, and an analysis of his salesman. When the salesmen have confidence, then motivation can be more easily carried on and can be more effective.

A good illustration of motivation by example might be when the supervisor opens an industrial outlet that the salesman could not quite find time to develop. The real motivation comes, not from the opening of that outlet, but when the supervisor discusses the servicing of that outlet, and then mentions other potential outlets and encourages the salesman to develop them. The man gets the idea it can be done, and he goes out and does it.

There is a certain danger in this motivation by example, a danger that the supervisor, when he does the job that the salesman is supposed to be doing, might become a crutch, a help that is expected, and there is no leadership there but a crutch on whom the salesman depends. Another danger that can come up is that the dealer might resent the supervisor doing the job that the salesman would normally do. Another danger is that the salesman may resent the supervisor showing him up in the eyes of the dealer. So there are certain things you have to watch as far as motivation by example is concerned.

The second point that I want to cover under motivation is two-way communication. The supervisor is the vital link between management and the salesman. He is in the middle, in a free flow of information which can result in an understanding between the salesman and management. Sales managers or plant managers must remember that you do your part so that the salesman can have a free flow of information. If you do not, the supervisor will be in an untenable position.

Training

Now let us consider training. Training is a way of motivating. Continuation training offers the real opportunity for motivation. The supervisor reminds his salesman, suggests certain things that he should do, and presents new ideas and methods. However, the best motivating power of all is the leading question technique used to draw out the salesman and have him solve his own problems. If the salesman is well trained initially and receives continuing training as long as he is with the company, he will be inspired and energized to do the best job possible and better his sales performance. Keep this in mind when going into the application of know-how.

Now for the third pillar of strength, planning. The supervisor must plan; he must think, and organize his thinking. The plan should include what he would like to do and what he expects to do during the month, or two-week period, or a peak period, or at least for the day. The supervisor should have in mind every morning before he goes out on the route what he is going to do. I find that it is better to have a three-by-five card with certain points to be stressed that particular day. He also has the route book and he should know those routes.

This planning is contagious. With a little help and a few suggestions the salesman begins to make his own plans for his daily work, day-by-day. He thinks of points that he wants to stress, of selling opportunities that come up, and of merchandising activities that he can improve. Those things he can do in the way of planning. Think of a table with four legs. If you remove any one of these legs, the table may stand, balanced carefully, but if you ever lean on that corner, then down you go because the table does not have enough support.

The confidence that is built, the motivating of the salesman, and the planning all rely on the spark that is given by application of know-how. The supervisor must know his job and the salesman who does not know must be told. He must be trained. The salesman who does know but lets it slip and gets behind, must be reminded.

I would like to center attention on two ideas that form the base for successful route operation. One is the planned call, and the other is what I call "sales that last." The planned call involves a sequence of operational activities and sets up a routine for a complete job. It promotes good habits instead of bad. I do not say that every outlet is served the same way, but every outlet should be studied by the salesman, and his supervisor can encourage and work with the salesman to study each one of his outlets. You can save time by having a sequence of operations, and go about the task in an organized manner. The ability to see selling opportunities is greatly increased when a complete job is done, fostered by this planned call. Many of you in your training courses also include the sales activity in the planned call.

The second point, "sales that last," can be demonstrated when a salesman sells a display of cartons and when he comes back next week, it will be in the same place. It will be there when he comes back the next time and the next time. That is what I mean by sales that last. The routine nature of the job and the number of outlets that a man must call on in one day require that the sale that is made must last over several calls in the future.

I have in mind as an example a good salesman I was out with a short time ago. The first fifteen calls that he made, he made in about two hours. Of those fifteen calls, he was the stockman in most of the cases. Then we went in on a

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ARMSTRONG'S *high-speed* CROWNS

routine operation and carried on the various sequences of a planned call. In only three places did he have to do what you call real selling. In one case he got the dominant position for his cartons in a supermarket. In another case he sold a larger display. In the third outlet a cooler was what he sold.

The points that I like to bring up now are some things that the supervisor can use working with his salesman. The first one is that the supervisor should try to get his salesman to be the stockman for each outlet. While we are on stocks, there is one point that I have found that alarms me every time I think about it. Many salesmen I went out with were selling bottles. Say you need another case on deposit. The salesman would say, "Don't you want to buy some bottles?" We are selling products, and the deposit on those bottles is an important sideline, something that helps you and also helps the dealer to keep up with those bottles. If you bought the bottles, they would cost a dollar and a quarter or a dollar and a half. But they do not buy them. They buy products. So the supervisor should change that wording, and I think it will make a difference as far as the sale of cases on deposit is concerned.

The second point that I wanted to bring out on this application of know-how is the time that the man spends in collecting and sorting bottles. I found in my preliminary survey of time and duty analysis that fifteen to thirty per cent of the salesman's total time is spent collecting and sorting bottles. One salesman I talked with discusses the bottle situation with his dealer. He uses as his selling points a neat and orderly store, the value of space, and the danger that will come to the dealer's employees from broken glass. He has been rather successful in getting the dealers to do his bottle sorting.

The third point on the application of know-how is somewhat of a catch-all. Start out with this idea: when you are selling a product, display, or idea of service, it is always advantageous to stress what is in it for the dealer. This makes for sales that last.

These ideas and others that are known to you are examples of the application of know-how. You can see this cross relationship between the four pillars of strength, the confidence, motivation, and planning and application of know-how. They are all four absolute necessities, just as a four legged table needs four legs.

My message to those responsible for effective supervision on the route is this. *First*, the salesman and the supervisor must work together out on the route. *Second*, the supervisor must know his job in order to be effective. *Third*, the supervior must provide leadership. This he does through building confidence, motivating his men, planning his work, and encouraging his salesmen to plan. And *fourth*, know-how must be applied either according to plan or as problems come up.

The results make for increased sales and decreased selling expense, and that means profit.

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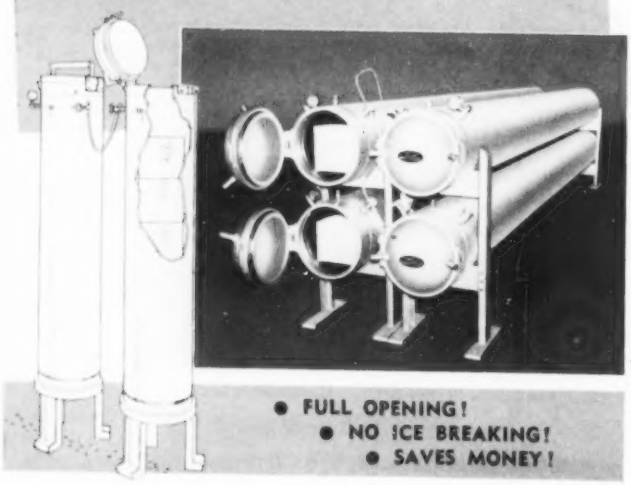

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SODA
IMITATION GRAPE FLAVOR

RCA Uncaser and Washer Loader and RCA Beverage Inspection Machine, installed in the Napoleon, Ohio, plant of the Maher Management Corporation.

"We put a stop to glass breakage troubles in our 11 bottling plants" says J. B. MAHER

Maher Management Corporation . . . one of the world's largest bottlers

"OUR LOSSES from broken glass diminished immediately upon installation of the RCA Uncaser and Washer Loader," says Mr. J. B. Maher, owner of the Maher Management Corporation.

"The solving of the broken bottle problem has lowered our operating costs and increased profit margins. Studies of present installations, in 11 of our plants, clearly show increased plant efficiency and a lowering of our break-even points."

All 11 plants of the Maher Management Corporation are also equipped with RCA *Automatic* Beverage Inspection Machines to assure product purity and to increase legal protection against false claims.

Modern automatic machinery, like the RCA Uncaser and Washer Loader* and the RCA Beverage Inspection Machine increase profits by making important cuts in costly material losses. They reduce manpower requirements, raise production efficiency. To find out how you can profit from money-savings and manpower-savings of RCA Beverage Equipment—*write Dept. 81-F.*

12 RCA UNCASER and WASHER LOADERS
18 RCA BEVERAGE INSPECTION MACHINES

installed in Maher Management Corporation bottling plants located in Napoleon, Ohio . . . Des Moines, Iowa . . . Fort Dodge, Iowa . . . Waterloo, Iowa . . . Davenport, Iowa . . . Cedar Rapids, Iowa . . . Omaha, Nebraska . . . Norfolk, Nebraska . . . Kansas City, Missouri . . . St. Joseph, Missouri . . . Memphis, Tennessee.

*Manufactured by Akron, Inc.

BEVERAGE EQUIPMENT SECTION
RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.
In Canada: RCA Victor Company Limited, Montreal

SEEMS LIKE ONLY YESTERDAY!

When a miss like this rated second looks... 7UP was first attracting attention!

TODAY

it's a household word throughout America!

The All-Family Drink!

On the world's sixth continent, Australians welcome Coca-Cola

The great cities of Sydney and Melbourne are nearly halfway around the world and about as far below the equator as San Francisco or Washington are north of the line. Yet, the happy invitation "Let's get a Coke" has the same friendly ring there as here. — For *the pause that refreshes* is a moment on the sunny side wherever you find it. And you find it just around the corner in the antipodes now as in America.

DRINK Coca-Cola

Specialists in Bottle-Washing Products

200 trips through a bottle washer using an ordinary compound (bottle unretouched)

200 trips using Bottle Wash No. 3 (bottle unretouched)

Extend bottle life with Wyandotte BOTTLE WASH NO. 3

IN LABORATORY soaking tests, BOTTLE WASH No. 3 *reduced* scuffing by better than 50%. For you, this means extended bottle life in 2 ways:

First, rejections because of scuffing are cut down. Second, since scuffing and scratching weaken bottles structurally, BOTTLE WASH No. 3 reduces breakage, too.

All-round washing compound

WYANDOTTE BOTTLE WASH No. 3 has utmost potency, remarkable cleaning and sterilizing action, and complete rinsability. It leaves no alkali contamination in bottles.

BOTTLE WASH No. 3 is the ideal all-round bottle-washing compound, scientifically formulated to give really effective inhibition. **This is important, since surveys show that an inhibitor *more than pays for itself* if 2 extra trips can be added to the average life of the bottle.**

For information about BOTTLE WASH No. 3, and about other Wyandotte products designed for better bottle washing, see your Wyandotte representative. *Wyandotte Chemicals Corporation, Wyandotte, Michigan; also Los Angeles 54, California.*

Wyandotte CHEMICALS

Helpful service representatives in 138 cities in the United States and Canada

CLEANING THE WORLD

Largest manufacturers of specialized cleaning products for business and industry

Merchandising Tips Offered By Mason's Regional Manager

Four fundamentals of beverage merchandising, "which are known to all and practiced in total by relatively few," were outlined recently by Lester P. Jones, West Coast Regional Manager for Mason's Root Beer. They are:

1. Aim to have your product in all worthwhile outlets.

2. Your best customers are those you earn by giving them fair, honest and intelligent service.

3. Display your product attractively, in impressive quantities, and (if possible) with related items.

4. Work with demonstrations and seasonal as well as holiday displays.

Mr. Jones presented these merchandising tips in a recent convention address, in which he also emphasized the importance of dovetailing public relations, advertising and in-store promotion so that each of these elements form an interlocking pattern to produce continuous sales growth.

Orange-Crush Company Starting "Doggy" Promotion

The Orange-Crush Company is launching a novel Dog Picture Trading Card Promotion as another sales stimulant for all bottlers of Orange-Crush and Old Colony. Specifically directed toward building carton volume sales, the promotion is very simple in format. With each Handi-Pack carton, the customer receives five cards showing colored pictures of dogs selected from 34 breeds, ranging from a Scotty to an Otterhound with web feet.

In the several areas where the promotion was tested, sales increases of Orange-Crush and Old Colony ranged from 51% to 300%. Colorful display pieces will aid in emphasizing the deal, and the offer will be made to the public on the Orange-Crush Company's network radio program, the Green Hornet.

J. X. Weeks

John X. Weeks, 54, co-owner of the Coca-Cola Bottling Co., St. Matthews, S. C., died April 28. He was a former member of the St. Matthews City Council.

Earle Potter

Earle Potter, midwest representative for Gideon-Anderson Lumber Company, passed away April 20.

Carl Lockshin

Carl Lockshin, 53, president of the Golden Age Bottling Co. and Pepsi-Cola Bottling Co., Cincinnati, Ohio, died April 14.

N. J. Jenkins

Noble Jackson Jenkins, 49, president of the Seven-Up Bottling Company, of Huntsville, Ala., died April 28.

BIG SALE . . .
FRUITS!

The biggest sellers always are fruits. Bottle the most delicious fruit flavors this side-of-heaven . . . the Nifty line!

Nifty BLACK CHERRY
4 oz.
The fruity flavor comes from using choice fresh berries and other natural flavors. No artificial flavor or coloring.

Nifty BLACK RASPBERRY
4 oz.
Fresh ripened berries make this flavor as tangy and popular as the fresh fruit itself. No artificial flavor or coloring. Tremendous appeal!

Nifty PINEAPPLE
1-16
A fruit-ripened luscious pineapple flavor containing natural fruit juices. Enhanced with natural and artificial flavor and color. Contains B.S.

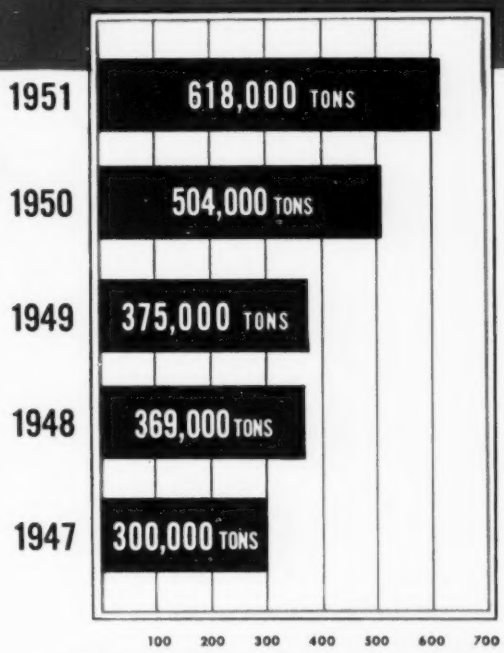
Bottled as Nifty—or Under Your Own Name
CROWNS AND ADVERTISING STRIPS AVAILABLE
SALIENT FLAVORING CORP.
45 Suffolk Street, New York 2, N. Y.

Wise buyers always insist upon quality. That is why leading soft drink bottlers everywhere choose Vaughan bottle openers.

VAUGHAN MFG. CO.
World's Largest Manufacturer of Can and Bottle Openers
3211 Carroll Ave., Chicago 24
A HALF-CENTURY OF QUALITY AND SERVICE
Vaughan

Liquid Sugar Deliveries have jumped more than 100% in the past 5 years!

...and HERE'S PROOF



LIQUID SUGAR DELIVERIES IN THOUSANDS OF TONS, RAW VALUE

TODAY, of all sugar used commercially, 1 out of 5 tons is liquid—clearly a vote of confidence for this new type of sugar pioneered by Refined Syrups & Sugars under the brand name, FLO-SWEET®!

In the areas served by Refined Syrups & Sugars, top-flight bakers, bottlers, confectioners, ice cream makers, and food processors are using Flo-Sweet. They save time, money and labor with Flo-Sweet. Why don't you? Write for details now.

flo-sweet

Manufactured only by

REFINED SYRUPS & SUGARS, INC.

Yonkers 1, New York

PIONEERS IN LIQUID SUGAR FOR SAVINGS, SANITATION AND SERVICE

Modern Plant in the "49th State"

In November, 1951, the Honolulu Soda Water Company celebrated their 42nd anniversary by moving into their modern plant and offices at 1830 Home Rule Street in the industrial area of Honolulu. This company has an exclusive franchise from the Citrus Products Company, Chicago, to bottle and sell KIST Beverages on Oahu.

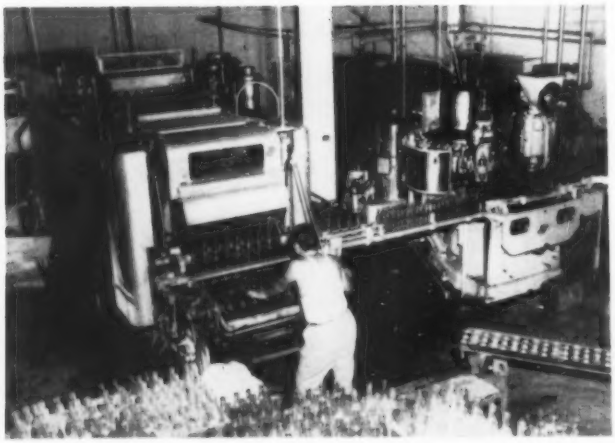
It was just a very small firm on Matsumoto Lane in Honolulu when it was first bought for about $3,000 by Tadashi Kaya, one of the first stockholders and present treasurer and business manager of the company.

In 1926 the firm moved to larger quarters, and after 25 years there, is in the new building today. In 42 years of operation the firm has never known a year without a dividend. There are 17 employees, and the company maintains a fleet of 10 trucks to deliver its soft drinks all over the territory of Hawaii.

The modern, spacious two-story building is on the road to Pearl Harbor. Upstairs are the offices, while downstairs is the bottling department and garage.

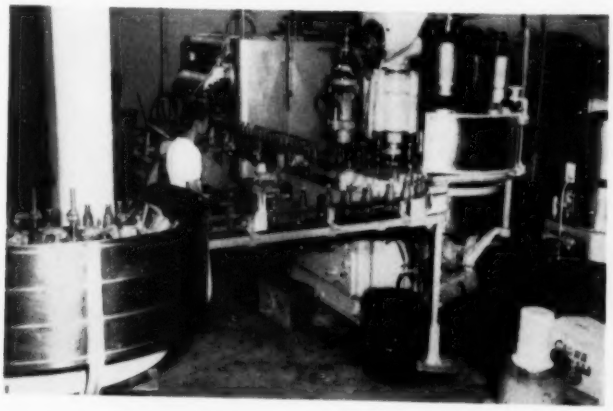
The area of the plant is approximately 20,000 square feet, and its cost was $100,000.

The plant is attractive, and has a characteristic Oriental design typical of its Hawaiian surroundings.



The bottling line operates at 100 bottles per minute, and is entirely automatic.

Storage areas are commodious, and hold up to 10,000 cases.



Modern American machinery and supplies make production quick, easy and troublefree.

Distribution of the Kist beverages is made with this fleet of new trucks, which cover all of Oahu island.

Put 24 Bottles into the Home Instead of Only 6!

with this light-weight, solid fibre Gaylord CARRIER

for 6, 7 and 8 ounce bottles
(also available in other sizes)

How many of your bottles is Mrs. Housewife picking up with her free hand? The more she takes home the more she uses!

The center handle of Gaylord's convenient carrier makes it easy for her to lift 24 bottles — and she doesn't have to worry about snagging her nylons.

Made of water-resistant solid fibre (pioneered by Gaylord for beer cases) these carriers stand up for 50 to 75 trips. They stack and load perfectly.

Join the bottlers who are cashing in on the mass display possibilities of this compact Gaylord carrier, which costs about ⅓ as much — weighs about ⅓ as much. It's a real sales stimulator.

ONE BOTTLER HAS USED OVER

250,000

GAYLORD CARRIERS — THEY HAVE BEEN TESTED AND PROVEN IN ACTUAL SERVICE

GAYLORD CONTAINER CORPORATION • General Offices: **ST. LOUIS**

New York • Chicago • San Francisco • Atlanta • New Orleans • Jersey City • Seattle • Indianapolis • Houston • Los Angeles
Oakland • Minneapolis • Detroit • Columbus • Fort Worth • Tampa • Dallas • Cincinnati • Des Moines • Oklahoma City • Portland
Greenville • St. Louis • San Antonio • Memphis • Kansas City • Bogalusa • Milwaukee • Chattanooga • Weslaco • New Haven • Amarillo
Appleton • Hickory • Greensboro • Sumter • Jackson • Miami • Omaha • Mobile • Philadelphia • Little Rock • Charlotte • Cleveland

NEW HERMAN BODY WINS ROUTEMEN'S FAVOR

Herman Body Co., St. Louis, recently introduced this unit—a Parcel Delivery, forward control chassis that is used in conjunction with a bottler body. Among its advantages, gleaned from a survey of routemen now using it, are easy handling and parking, good maneuverability and visibility, increased cab space, and increased load capacity. All types of rear end bodies can be used with this Herman cab front end adaptation for F-5 and F-6 Ford Chassis.

LIBERTY SALESMEN USING MOBILE TELEPHONES . . .

After extensive field use of mobile telephone units installed in the automobiles of its sales supervisor and its senior representative, Liberty Glass Company is now installing this unique service in the cars of all representatives. This mobile unit allows the salesman to make better use of his travel time and be in constant touch with customers and company headquarters. Above, Wiley Tye (left), Liberty sales supervisor, is talking on the telephone from his automobile near Amarillo, Texas, to E. V. Van Velzer, right, veteran Liberty salesman, near St. Joseph, Missouri.

NEW!

Geo. J. Meyer Offers Data On Case Unloader

☐ The George J. Meyer Manufacturing Company's (Cudahy 11, Wisc.) case unloader is described in a new bulletin just prepared by the company.

Designed to handle either full-depth cases, half-depth cases, and cartons with two or four flaps, the unit has these features:

Air-operated bottle lift jaws that gently grasp the bottles by the neck; bottles may be off center and still be picked up; no tipping; and safety stops that prevent damage to machine and bottles.

Free copies of the descriptive bulletin may be obtained on request.

Guide On Floor Care

☐ A practical guide for economical and efficient care of all types of floors is offered free to bottlers by the A. C. Horn Co., Inc., Tenth Street and 44th Ave., Long Island City 1, N. Y.

The brochure is titled "Floors Without Flaws".

CARAMEL COLORING

for ALL CARBONATED BEVERAGES

INTERNATIONALLY FAMOUS WILLIAMSON'S SINCE 1865

MAXIMUM COLORING STRENGTH
GUARANTEED UNIFORMITY
EASY TO MIX

PLANTS: LONG ISLAND CITY — LOUISVILLE, KY.
WEST COAST: H. R. LAIST COMPANY
RIALTO BLDG., SAN FRANCISCO, CALIF.

D. D. WILLIAMSON & CO., Inc.
5-39 FORTY-SIXTH AVENUE, LONG ISLAND CITY 1, N. Y.
1901 PAYNE STREET, LOUISVILLE, KY.

Photo—Courtesy R. C. A.

no SMASHUPS

on this busy highway!

TRAFFIC moves right along here—no jams, no bottlenecks—thanks to the little box hooked up to this conveyor chain. It's an Oakite Lubricator, and it's filled with Oakite Composition No. 6, the wet-soap lubricant that cuts bottle breakage by as much as 40%.

Oakite Composition No. 6 reduces gate pressure—bottles don't jam up, don't smash against each other. Leaves no gummy deposits on chain or bottle bottoms. Provides free flexing of chains around guides and sprockets—reduces drag, helps hold motor burnouts to a minimum. One long-time user reports power costs cut by 50%, out-of-service time cut by 90%.

Ask your Oakite Technical Service Representative for demonstration. Ask him about the Oakite Lubricator, available on loan free of charge to users of Oakite lubricants. Or write for free copy of booklet, "How to Lubricate and Clean Conveyor Chains While They Work."

HARD WATER? Use Oakite Composition No. 12, new lubricant specially developed for hard water areas. Ask the Oakite man.

OAKITE PRODUCTS, INC., 26A Rector St., New York 6, N.Y.

OAKITE
CLEANING AND GERMICIDAL MATERIALS

RESEARCH DIVISION

Technical Service Representatives Located in Principal Cities of United States and Canada

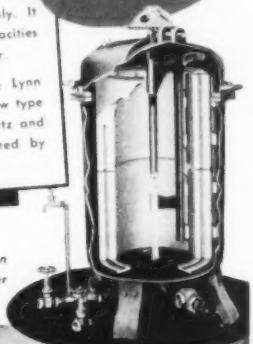
LYNN SELF-CLEANING STONE FILTER

with Double Filtering Surfaces

THE Lynn Stone Filter employing a two-surface filtering stone provides an exceptionally high quality of filtered water with a relatively fast flow. It is equipped with a cleaning mechanism which cleans both surfaces of the filter stone quickly and thoroughly. It is made in four sizes: capacities 65 to 350 gallons per hour.

Ask for catalog on the Lynn Filter, also on the rapid flow type Bowden Single Valve Quartz and Minchar Filters manufactured by Hygeia.

The Only Water Filter That Uses Both The Inside And Outside Surfaces Of The Filtering Stone For Filtering



Sectional View, No. 5 Lynn Self-Cleaning Stone Filter

HYGEIA FILTER COMPANY
3420 DENTON AVE. DETROIT 11, MICH.

EVENTUALLY---

You will see the necessity of buying the BEST flavors obtainable regardless of price. Experience is proving to more and more bottlers each year the fallacy of cheapening the quality of their products in order to meet low-priced competition.

QUALITY is recognized, and the bottler who offers the public more for the money is the one who is going to get the "lion's share" of the business.

Are you going to allow your competitors to lead the crusade against poor quality? Remember—FLAVOR is what makes the DIFFERENCE in bottled beverages, and even the most expensive flavor is the least part of the cost of your beverages. How foolish to try to economize on the most essential ingredient!

Yes, eventually you will join the multitude of bottlers who have learned to rely on

"ANOTHER MASTERPIECE FROM THE HOUSE OF GREEN"

ANOTHER MASTERPIECE FROM THE HOUSE OF GREEN

Direct all correspondence to

GREEN & GREEN
Houston 1, Texas

Specializing in Flavors for Bottlers

NEW NESBITT'S CARRIER . . .
Nesbitt's new carry home carton, now being reproduced in black and orange, is available for both seven and ten-ounce bottles. It is being supplied by several manufacturers in various parts of the country.

Atlanta Paper Shows Sales, Earnings Increases

☐ Operations of the Atlanta Paper Company, Atlanta, Ga., for the fiscal year ended December 31, 1951, show total sales of $19,932,000 as compared with $15,232,000 in 1950. Comparing only manufacturing sales in 1950 to those of 1951, the value was $13,500,000 in 1950 compared to $18,901,000 in 1951, an increase of $5,401,000 or 28.58%.

A net profit of $566,000 after an income tax reserve of $685,000 was realized during 1951, compared to a net profit in 1950 of $526,000 after an income tax reserve of $480,000.

Standard-Knapp Bows Wooden Case Cleaner

☐ A solution to the long-standing problem of cleaning wooden soft drink cases is provided by an automatic Case Cleaner, Type 121, recently introduced by Standard-Knapp, Division of Embart Mfg. Co., Portland, Conn.

The unit is designed to handle either partitioned cases or carton carrier cases, or an intermingling of both. A closed, metal box with two front doors, hinged for opening and access, it requires only 19.4 feet of floor space and may be easily incorporated into most existing bottling lines without modification.

Cases are shown entering the Cleaner and returning on gravity side of cycle. Note refuse chute and air blast lines.

Except for infeed and outlet areas, the unit is completely airtight, thus providing cleanliness in the plant. Dirt or debris lying about packer tables is eliminated.

The new Case Cleaner has been commercially tested for six months at the Coca-Cola Bottling Co., Inc., New Haven, Conn. Being purely a

SPEED UP/ with HANSEN

—the TACKER it Pays to Use!

SAVES

TIME! A sign up with Hansen is a speed-up in sign and other point-of-sale tacking and increased sales. Every Bottler should supply his sales, sales promotion men and drivers with Hansen. One-hand operation speeds up indoor and outdoor tacking.

STEPS! Self-contained, holding scores of tack-pointed staples—easy to refill when empty—Hansen is easily portable and goes to the job. No back-tracking for refills, as Hansen Vest-Kit keeps staples within easy reach.

MATERIALS! Balanced design, accurate driving, insures economical, efficient use of all materials—without waste.

76 DIFFERENT MODELS
80 STAPLE SIZES

REQUEST BOOKLET

A.L.HANSEN MFG. CO.
5056 RAVENSWOOD AVE. CHICAGO 40 ILLINOIS

"I've been washed, filled, and crowned on Buckner Reconditioned Equipment

—MY BOTTLER'S WORRIES ARE OVER!"

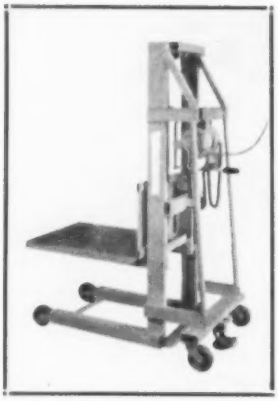
Yours can be too—when you buy at Buckner

Fillers, Syrupers and Crowners
LIQUID 12 Spout Red Diamond
Model F DIXIE —Automatic
CEM 14 Spout
CEM 28 Spout
LIQUID 32 Spout (low pressure)
LIQUID and CEM 40 Spout
Carbonators—Saturators
LIQUID (all capacities)
CEM (all capacities)
Bottle Mixers
MILLER-KENDALL 8 Head
CEM 12 Head
LIQUID 15 Head
Bottle Washers
D & L 75 to 90 cph (all sizes)
LIQUID 8 wide 3 comp. — pints and half pints
MEYER 12 wide 5 comp. —pints and half pints
MEYER 8 wide 5 comp. (all sizes)
MICHAEL YUNDT 16 wide 6 comp. half pts.
MICHAEL YUNDT 24 wide 6 comp. half pts.
MOJONNIER Carbo-Coolers
250 gph—1000 gph

Water Filters, Water Coolers, Purifiers—all capacities. Complete Syrup Room Equipment.
Complete Bottling Plants available. Write today.

BUCKNER EQUIPMENT CO.
Liquid Handling Materials and Equipment
Dept. NB 2524 S. Wabash Ave · Chicago 16, Ill.
Phone DAnube 6-1344

type of conveyor section, it requires little maintenance. The unit also effects labor savings and, by gentle handling, reduction in case cost.



LOW-COST LIFTING UNIT

Langley Manufacturing Co. (930 Cambridge St., Cambridge, Mass.) has developed a new low-priced lifting machine, the Powrlift, with a sturdy 1000 lb. load capacity for elevating, stacking, piling and racking all sorts of material. Unit will be sold nationally for under $600. Replacement parts and general service are available in all major cities.

Miller Hydro Gets Navy Contract

☐ Miller Hydro Company, machinery manufacturers of Bainbridge, Georgia, has been awarded a contract by the Navy Department for the manufacture of fuze parts.

The production of this defense contract is not expected to interfere in any way with the company's normal production or its service to the soft drink industry.

Baker Industrial Truck Division Opens Eastern Office

☐ The Baker Industrial Truck Division of the Baker-Raulang Co., Cleveland, Ohio, last month opened a new Eastern Division Sales and Service headquarters at 137 Varick St., N. Y. C.

American Partition Continues Expansion

☐ The start of a western plant in Merced, California, and the opening of two additional sales offices in Los Angeles and San Francisco were announced recently by Dr. Earl Millard, president of the American Partition Corporation.

HIRES SNACK BAR FOR SPECIAL EVENTS

Charles E. Hires Co. recently introduced this unique merchandising unit for special events. Known as the Hires Snack Bar, it is completely constructed (of stainless steel and oak) for immediate operation to serve Hires and grilled frankfurters. An intensive distribution program for the unit is now underway.

Makes friends for your brand!

PAUL REVERE PALE
Extra Dry GINGER ALE

2 oz. to a gallon of syrup!

Step up quality reputation of your brand of beverages. Bottle this premium blended, mellow aged, sparkling, clear Ginger Ale. It gives crisp character to mixed drinks at tavern or home. Prove it. Order a trial supply today.

FLAVOREX CO.
MAKERS OF FINE FRUIT JUICE FLAVORS
302 S. CENTRAL AVE. BALTIMORE 2, MD.

5 Case Beverage Truck
WITH 10" PNEUMATIC TIRES

Perfect Balance
Light Weight
Durable

Check these features and you will see why M/W Case Trucks have been accepted as the standard for the bottling industry.

Priced from
$17.55

Write for complete catalog and price list

MODEL 79

MOELLENBROCK & WILKE
DEPT. S-3, WASHINGTON, MISSOURI

PICNIC CARRIER . . .
Bottled beverages stay chilled for hours in this new picnic carryall, made of colorful, durable plastic sheeting. A wicker basket (not shown) that holds the Thermal Basket is equipped with a plastic carrying strap. Made by Plastic Sheet Fabrication, Inc., N. Y. C.

The firm, which makes packing partitions for soft drink bottlers and other industries, is now wholly owned by Clinton Foods, Inc. of New York, but it has its home office and three plants in Milwaukee.

An eastern plant is in operation in Bound Brook, N. J., and a midwestern sales office is located in Chicago. The total capacity of the plants is 150,000,000 partitions a year.

Raised Letter Nameplates—Moderately Priced

☐ Raised letter nameplates for executive personnel, handmade from solid mahogany or blonde frames, and tooled in a distinctive modern pattern, are available from The Modern Sales Company, 210 Fifth Avenue, N. Y. 10, N. Y.

Name portion of the plate is solid metal, with a rich black stippled background. Raised letters are faced with a bright chrome-like finish. Unit accommodates 21 spaces for lettering, punctuation and spacing.

The nameplates are obtainable in easel back for desks or counters or with flat back for doors, walls, etc. Size is 8" long x 2" high. Price is $4.95 postpaid.

IN NEW QUARTERS . . .
Plymouth Extract Co., manufacturer of flavors, extracts, essential oils, and certified food colors, recently moved into new headquarters at 104-19 Roosevelt Ave., Corona 68, N. Y. Shown in new quarters are (l. to r.) Herman Thaler, president; A. S. Freudman, vice-president, and Hebert Freudman, sales manager.

Felton's Chicago Office In New Location

☐ Felton Chemical Company, Inc., manufacturer of aromatic chemicals, flavor materials, and essential oils, with executive

Union Bottlers

Union Acid Proof Caramel Color #125

- High Coloring Value
- Free Flowing
- Uniformity
- Service

UNION SALES CORPORATION
DISTRIBUTOR FOR
UNION STARCH & REFINING CO.
COLUMBUS, INDIANA

Build Steady Demand with REX ROOT BEER

Creamy Style

Depend upon REX Root Beer Compound to produce a smooth, creamy, rich beverage that tastes so-o-o-o good! It's balanced and blended perfectly. REX quenches the thirst, satisfies the palate and keeps folks coming back for more. Builds steady, repeat sales for you.

A 4-oz. compound with color
Write today for Free Samples

Cosco

C. O. & W. D. SETHNESS COMPANY
1926 SUNNYSIDE AVE. • CHICAGO 40, ILL.

BROMINATED OLIVE OIL

. . . offered at an attractive price

Samples and Prices on Request...

DOMINION PRODUCTS Inc.

Manufacturing Chemists

10-40 44th DRIVE LONG ISLAND CITY 1, N. Y.

Beverage bases and flavors by

TheoNett

give color and taste appeal to your products.

For 62 years Theonett & Co. have been serving the bottling trade faithfully—helping customers gain new business . . . producing quality merchandise.

• ORANGE • LEMON • LIME • CREAM SODA
• IMT. STRAWBERRY • IMT. GRAPE • GINGER ALE
• IMT. CHERRY • HI-LO PUNCH

THEONETT & CO. 330 N. Ashland Ave. Chicago 7, Illinois

offices and factory at Brooklyn, New York, has announced that its Chicago offices have been moved to new and larger quarters at 325 West Huron Street.

The new location, incorporates laboratory and warehouse facilities, a stock and shipping center, and offices for the firm's midwest representatives, Murray Hartstein and Robert I. Burke.

Ertel Bows New Multiple-Disk Laboratory Filter

☐ Ertel Engineering Corporation, Kingston 11, New York, reports the development of a new laboratory filter.

This new Lucite model lends itself to visual study of the filtration cycle and should open new avenues to research, Ertel declares. Double filtration can be achieved with a dividing head if desired.

The filter can be had in two sizes: 4" square with approximate filtration area of 11 square inches per sheet and 8" square with approximate filtration area 52 square inches per sheet.

The filters are available with choice of circulatory systems.

Meyer Memorandum Books Offered to Trade

☐ The George J. Meyer Manufacturing Company, Cudahy, Wisc., manufacturers of Meyer Dumore bottling equipment, has announced the mailing of several thousands of its Technical Vest Pocket Memorandum Books to its customers and friends.

These memorandum books, published annually, contain much useful information on the soft drink industry. In addition, it contains

NEW DR. PEPPER SYRUP PLANT . . .

This is Dr. Pepper Company's big new syrup processing plant (its third) recently set into operation in Baltimore, Md. The plant, with a normal output capacity of approximately 10,000 gallons of syrup daily, will supply Dr. Pepper bottlers in the North Atlantic states. E. A. Millican, vice president and general production manager, will have general supervision of the Baltimore syrup operation.

There's Profit in PAL

PAL ADE® REAL ORANGEADE

For franchise information write

PAL, INC., 1625 K ST. N. W.
WASHINGTON 6, D. C.

STARR TRADE MARK REG.

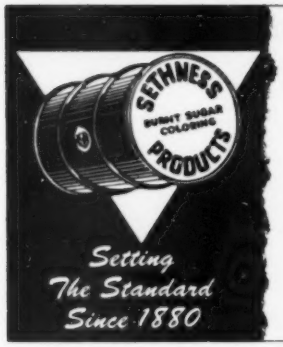
The World's Best Opener

HOW IT WORKS

STATIONARY BOTTLE OPENERS

Eliminate loss of bottles and contents.
Prevent danger to the public.
Have long life.

Brown Manufacturing Co., Inc.
NEWPORT NEWS, VA.



SETHNESS

a name you can depend on for...

QUALITY CARAMEL COLOR

SETHNESS PRODUCTS COMPANY

1300 W. DIVISION STREET, CHICAGO 22, ILL. • 41-15 29th STREET, LONG ISLAND CITY, N. Y.

"popular" information, such as the latest census population figures, etc.

A limited supply of these memorandum books are available and will be sent to those interested.

"Chemo-Jet" Unit Cleans Chemically and Hydraulically

☐ A new jet cleaning unit able to throw a solid stream of hot chemical and provide a separate high impact jet of water has been announced by Sellers Injector Corporation, Philadelphia 30, Pa.

In one compact unit, the Sellers Chemo Jet Cleaner handles all requirements of the two-step cleaning procedure needed to remove smokehouse deposits, paint, and similarly stubborn matter.

"Chemo Jet" cleaners are available for wall-mounting, or as portable units with 50 gal. detergent tank. Complete details are provided in Bulletin C-4, available from the Sellers Injector Corp., 1663 Hamilton Street, Philadelphia 30, Pa.

New Coating for Severely-Corroded Metal Surfaces

☐ Development of a new Heavy-Duty Metal Primer has been announced by Prufcoat Laboratories, Inc., of Cambridge, Mass.

With the new rust-inhibitive primer, it reportedly is not necessary to have the ideal surface conditions which are seldom encountered outside the laboratory. Of equal significance, this one primer can be used successfully with either conventional paint or active-solvent top coats. It requires only overnight drying prior to the application of active-solvent finish coats.

Full information about this Primer for both ferrous and non-ferrous metals may be had by requesting Prufcoat Technical Bulletin Sheet No. 015 from Mr. G. Russell Hersham, General Sales Manager, Prufcoat Laboratories, Inc., 50 E. 42nd St., N. Y. 17, N. Y.

PALLETIZED BODY CUTS LOADING TIME

Trucks can be loaded and unloaded in six to eight minutes by two men with this new palletized bottlers' body, the manufacturer, Timmons Metal Products Co., Columbus, Ohio, reports. Custom-made to specifications, the all-steel unit is available in four or six cell bodies, and can be mounted on any conventional or cab-over-engine truck with a cab-to-axle range of 93" up to 114".

GET THIS UP-TO-DATE BOOK!

Ladewig Bottle Washers produce MORE and CLEANER bottles per hour, per dollar — are available in a wide range of sizes, including models having capacities to match the speed of largest-capacity fillers built. If you are considering the purchase of a new bottle washer, send for this 30-page book — "The LADEWIG WASHER and Its Advantages To The Bottlers". It illustrates and describes all the improved features of the Ladewig Washer, and will be sent free to any recognized bottler on request.

•

Write TODAY To

ARCHIE LADEWIG CO.

Waukesha, Wisconsin, U. S. A.

TRIAL GALLON $1 OF BOTTLING SYRUP

Bottle it — taste it — test it and you will discover why MarBert is a *great* Cola. Send dollar to: MarBert Products, Inc., 19 E. Lombard St., Baltimore 2, Md.

(Offer is good in U. S. and Canada only.) Syrup is available for testing only, MarBert is regularly sold as concentrate.

You Can't Buy a Better Concentrate Than

MARBERT COLA

Dependable *Fowler* Equipment

THAT QUICKLY PAYS FOR ITSELF

The low initial cost of Fowler bottling equipment plus long years of dependable service add up to savings that are more than equal to the purchase price of these appliances:

★ Case Painting Machine
★ Case Printing Machine
★ Case Rebanding Machine
★ Crown Cleaning Machine
★ Cooler Paint Remover
★ Crown Hopper Control
★ Syrup Pump
★ Empty Gas Drum Signal
★ Bung Puller

Write today for full information on these appliances

675 Pulaski St. Bottlers Appliance Co., Athens, Ga.

ALL IN FLAVOR . . . SAY P&S

FOR THE FINEST IN FLAVOR!

DON'T GUESS . . . USE P & S

POLAK & SCHWARZ, INC.

667 Washington St., New York 14, N. Y.

NAMES IN THE NEWS . . .

Atlanta Paper Co.

Atlanta Paper Company's President, Arthur L. Harris, has announced the appointment of *Al Hoppe*, as Manager of its Bottle Master Sales Division.

From the firm's headquarters in Atlanta, Hoppe will direct the Division's offices and warehouses in New York, Chicago, Los Angeles, Austin, Indianapolis, Richmond, Denver, as well as representatives throughout the country.

AL HOPPE

Prior to this appointment, Hoppe was in charge of the Company's Western Division with headquarters in Los Angeles. A veteran of many years in the merchandising field, Hoppe was one-time Vice President and General Sales Manager of the Pepsi-Cola Company. *Mrs. Dorothy E. Brand* has been appointed Administrative Assistant to Mr. Hoppe.

In other key personnel changes, *A. U. Salomon*, formerly with Nash-Kelvinator, Detroit, has been placed in charge of sales and warehousing in Richmond, Va. *W. J. McDonald, Jr.*, formerly with the Coca-Cola Co. of New York, has joined the organization as special Bottle Master sales representative; and *Kenneth Everett* has been transferred from the Atlanta office to Indianapolis where he will be in charge of Bottle Master sales and warehousing.

The Squirt Company

Now operating as Squirt district sales manager in the New England territory is *Jack Woodland*. He was formerly with Frankfort Distilleries in territory sales work. Mr. Woodland, who takes over the territory from Carl Hoffman, who was recently named advertising manager, will headquarter in Scranton, Pennsylvania.

HIRES EASTERN MANAGER

A. F. Ruddy has been named Manager of the Eastern Division of Charles E. Hires Company plants. Mr. Ruddy, in the beverage business for 23 years, joined Hires in 1949 as Plant Manager, Newark Branch.

No other complete line franchise offers such effective sales aids! New point-of-sale program. New newspaper ads. New carton design. New quart promotion. New sampling and other special campaigns available.

For complete details, write today—

CITRUS PRODUCTS CO. • 11 E. Hubbard Chicago 11, Ill

Nulomoline® *Liquid Sugar*

CONTROLS batches . . .
DECREASES labor costs . . .
INCREASES production . . .
ELIMINATES bag dust, lint, and sugar spillage.

TANK CARS — TANK WAGONS
Order direct or through Brokers

THE NULOMOLINE DIVISION
AMERICAN MOLASSES COMPANY
120 Wall Street, New York 5, N. Y.

Plants at
BROOKLYN, N. Y. LOS ANGELES, CAL.
CHICAGO, ILL. MONTREAL, CAN.

Goody
ORANGE DRINK

New! Delicious! Profitable!

Here's a refreshing drink to liven up beverage sales in your market. Another popular Goody money-maker, Goody Orange Drink is made of tree-ripened California oranges and is shipped to your plant in one gallon tin containers—6 to the case. A Goody Orange Drink franchise may be available in your territory. WIRE OR WRITE TODAY!

The GOODY Company 318 7th Avenue, North Minneapolis 1, Minn.

De Lisser Has Superb Summer Sales Inducer

TOM COLLINS 1 10. Raspberry, Cherry
4 oz. TRUE FRUIT—and 1 oz. Tangy
ROOT BEER and BIRCH

In addition to our complete line of Flavors and Extracts, the CONRON line of Flavors, Brominated Oils and Certified Food Colors are available.

Full line of Soda Water Flavors. Write for Samples & Prices.

De Lisser Extract Co. Inc.
521 W. 26th St., New York 1, N.Y.
"THE GINGER HOUSE"

FLAVOR PIONEERS SINCE 1869

GETS SALES PROMOTION POST

Lawrence J. Lombard has been named Sales Promotion Manager of the U. S. License department of Canada Dry, and will be in charge of coordinating the advertising, sales promotion and merchandising activities of the company's 103 franchise bottlers. Mr. Lombard, associated with Canada Dry's franchise operations since joining the company in 1946, will be assisted by Harry C. Owen.

York Corporation

Stewart E. Lauer, President of York Corp., York, Pa., has announced the election of *Donald M. Magor* to the office of Vice-President and Controller and *William F. Lynne* as Secretary and Treasurer.

Thatcher Glass Mfg. Co.

Thatcher Glass Manufacturing Company, Elmira, New York, has announced a number of changes and promotions.

Roy A. Carpenter has been named advertising manager. He replaces *George W. Peck*, recently assigned to Thatcher's Rochester, N. Y., sales office.

Walter S. Bazette has been appointed Sales Manager of Thatcher's Beer and Beverage Container Division. He was formerly assistant sales manager of the Milk Container Div.

Philip W. Hatch formerly Sales Manager of the Commercial Container Division of Ball Brothers, has been appointed Assistant to David R. Parfitt, Vice-President in Charge of Sales.

Harold E. Donaldson has been appointed Manager of Specialized Product Sales.

Robert Gair Co., Inc.

William T. May, Jr., vice president in charge of container operations at Robert Gair Company, Inc., New York, manufacturers of folding cartons, paperboard and shipping containers, has announced the following appointments:

Hubert A. Downing becomes division manager of Gair's Fort Niagara Corrugated Box Division at North Tonawanda, N. Y.

Frank E. Newton has been made division manager at Gair's Ohio

LOMAX APPOINTMENT

James G. Moffat has been appointed General Manager and Vice President of Frank B. Lomax Company, Inc., Chicago. Dr. Peter P. O'Connor, President, has announced. Mr. Moffat is an efficiency expert on problems of production and management.

For over 30 years . . . FAMOUS FOR

GINGER ALE

MONTE CRISTO - - - - THESCO

— two favorites with bottlers who want the best!

A Full Line Of Distinctive Quality Flavors

THEAL & PILE, INC. 297 Pearl Street New York City 7, N. Y.

VANILLIN

ZIMCO® LIGNIN VANILLIN U. S. P.

A Natural Source Vanillin Originated and Manufactured in the United States.

A Finer Vanillin of Exquisite Aroma.

Consult your flavor supplier

Sterwin Chemicals Inc.

SUBSIDIARY OF STERLING DRUG INC

1450 BROADWAY, NEW YORK 18, N. Y.

445 Lake Shore Drive, Chicago 11, Ill.

FACTORY: ROTHSCHILD, WISCONSIN

Corrugated Box Division in Cleveland.

John D. Mullins is appointed sales manager at the Boston Corrugated Box Division, Cambridge.

Squirt Company

Well-known as The Squirt Company district sales manager in the Pacific Northwest, *Ernie Lowry* has been promoted to Squirt Company Assistant Sales Manager. Mr. Lowry, who joined Squirt in 1946, will assist Squirt Vice-President Bill Jay.

Felton Chemical Co.

Felton Chemical Company, Inc., manufacturer of aromatic chemicals, flavor materials, and essential oils, announces that *A. Stanley Maas*, midwest representative, has recently moved from Toledo to Cleveland where he will be more centrally located to service the firm's customers in the Ohio, Indiana and Michigan areas. Felton's factory and executive offices are located in Brooklyn, New York.

Bond Crown & Cork Co.

Howard S. Styron recently was appointed division manager of production planning and industrial engineering for the Bond Crown & Cork Co., a subsidiary of Continental Can Company, according to R. A. Vogt, manager of manufacturing for the division.

Fortune Merchandising Corp.

F. J. "Rudy" Rudolph has been elected vice-president in charge of sales of Fortune Merchandising

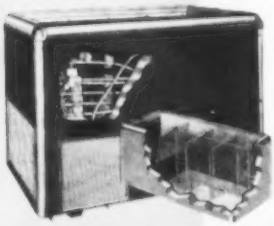
...the DRY COOLER YOU LOAD for MAXIMUM PROFITS from BEVERAGE SALES...

BEVCO

First in Quality

YOUR COLOR AND TRADE MARK HERE

IT HAS THE FEATURES...



1 Divider Grills adjustable to your customer brand preference.

2 A 5-year warranty on the hermatically sealed refrigeration system.

3 Unobstructed interiors.

4 Baked enamel finish proof against age, heat, rust, etc. Stainless Steel Top Rail and Slide Doors.

The BEVCO Company, Inc.

3316-28 S. BROADWAY • ST. LOUIS 18, MO.

SEND FOR CATALOG G-1

The Swing is to "MY POP'S ROOTBEER"

WRITE OR WIRE NOW!

A few valuable territories are still open. Your's may be the one. Bottle "My Pops" Root Beer in your own style bottle. Labels and crowns furnished. Write or wire now.

MY POP'S FRANCHISE COMPANY

3034 Boudinot Street, Philadelphia 34, Pa.

ACCEPTED FLAVORS

• For over forty years Penrith-Akers has supplied taste-appealing, profit-making flavors to bottlers. P-A flavors are the finest you can buy. Ask your P-A representative for full information.

P-A BRAND

Penrith-Akers

MANUFACTURING COMPANY

1311 SO. FIFTH STREET • MINNEAPOLIS 4, MINNESOTA

HIGHEST QUALITY FLAVORS, FRUIT JUICES, COMPOUNDS

NIAGARA BOTTLE WASHER . . .

"Custombilt" . . . can handle any size bottle from 4 ounce to 5 gallon! Widely used by bottling plants, food companies, mineral water, fruit juice, bleach and wine bottlers.

• *Available in several capacities and sizes.*

Expertly designed and engineered. No jets to clog, solution renovator filters solution water every few minutes and discharges contamination. Two compartment; makes its own rinse pressure; saves water. Completely welded, no castings, no breakage.

• *Write for complete details.*

NIAGARA BOTTLE WASHER MFG. CO.

225-27 FIRST STREET - - TOLEDO 5, OHIO

Corporation, Los Angeles, replacing *S. H. Schaffer*, who has resigned. Simultaneously, Fortune announced it has completed promotion programs, which will be available after May 15, for Gene Autry Promotions in the soft drink industry.

Rudolph will direct national sales from the Los Angeles executive office at 104 South Vermont Avenue.

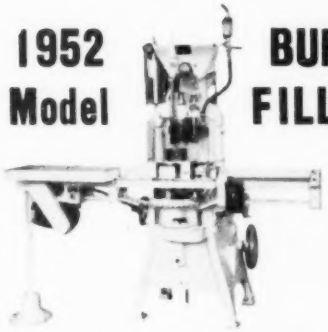
Orange-Crush Co.

Donald Smets has been appointed Regional Supervisor in the New

ABROAD AND HERE FOR 7-UP . . .

Pieter Strijder, left, has been named European Representative of the Seven-Up Export Corporation, and will make his headquarters in Amsterdam, Holland. Miss Anne Miller, center, is a new member of the Home Development Department of the parent Seven-Up Company, St. Louis, Mo. Charles M. Dismukes, right, is a new Sales Training Leader.

1952 Model BURNS FILLERS



Increased Production

New cam changes . . . Elimination of stop pawls . . . *Production now increased to 30 bottles per minute.*

Smoother performance! Simpler, quieter operation!

Ask for Catalog 55-A

BURNS 1952 MODEL FILLERS

Manufactured by

Burns Bottling Machine Works, Inc., Baltimore 18, Md.

Use Berghausen's

CARAMEL COLORING

It's Safe

•

CARAMELS FOR ALL PURPOSES

Colas • Root Beer • Other Beverages

•

The **E. BERGHAUSEN CHEMICAL** *Co.*

4538 W. MITCHELL AVE.
CINCINNATI 32 • OHIO

REJOINS BARRY WEHMILLER

Barry-Wehmiller Export Sales Company announces the return of Louis F. Desloge, Sales Engineer in the territories of Mexico and the West Indies. For the past seventeen months, Mr. Desloge was on active duty as a First Lieutenant in the U. S. Army.

JOINS MISSION

Aldo Castagnoni has joined the sales organization of Mission Dry Corporation to cover Eastern Pennsylvania, and the States of Maryland, Delaware, and Virginia. Mr. Castagnoni has had extensive experience in the beverage business.

NAMED BY ORANGE-CRUSH

Garnett S. Trotter has been named Manager of the Western Division of Orange-Crush Co., Executive Vice-President R. M. Horsey has announced. He will represent the Bottling and Fountain Divisions in his new post, with headquarters in Los Angeles.

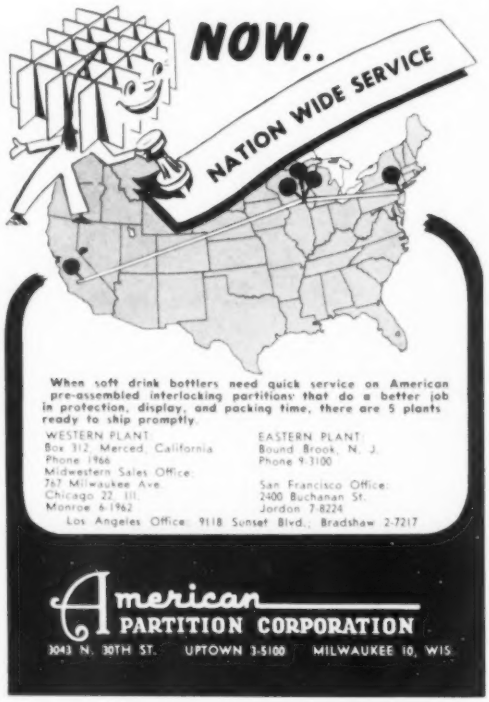
England area for the Orange-Crush Company, according to Forbes A. Ryder, Sales Manager. Mr. Ryder also announced the appointment of Arthur Gray as Territorial Manager for Orange-Crush in the states of Maine, New Hampshire and Vermont.

Coca-Cola Co.

William C. D'Arcy, Jr., who for the past five years has been in charge of the St. Louis office for the Western Coca-Cola Bottling Company, has joined the advertising department of The Coca-Cola Company.

Penrith-Akers Manufacturing Co.

C. L. Schroeder, general sales manager for Penrith-Akers Manufacturing Co., Minneapolis, Minn., has been elected vice president in charge of sales by the board of directors. He has been a member of the board since joining the firm a year and a half ago.



CLASSIFIED ADVERTISING

RATES AND GENERAL INFORMATION ON CLASSIFIED ADVERTISING

- For sale, Exchange and Wanted Advertisements are available to readers at the following rates: 25 words, $1.50 each insertion; 6¢ for each additional word. Address or box number is not included in word count. A number, or group of numbers is considered as one word.
- Orders for classified advertising must be accompanied by payment.
- Those advertisements which do not comply with the established headings, or which advertise new products or services are not acceptable. The Editors reserve the right to change or reject any advertisement submitted for these columns.
- All advertisements appearing in these columns are bona fide. In answering same, please take notice that letters must be sent to the box number, initials, name or address given by advertiser. The N. B. G. assumes no responsibility for condition or description of items listed in this section.
- Under no circumstances will the N. B. G. give the names of parties where box number or initials are given as the address. All answers sent in care of this office are promptly forwarded.

NATIONAL BOTTLERS' GAZETTE
9 East 35th Street, New York 16, N. Y.

HOW TO BEAT RISING BOTTLE COSTS!! —

Watch this column for special bottle bargains

SPECIALS OF THE MONTH:

4000 gr. 8-oz. emerald green soda bottles.

6000 cases 24 8-oz. flint sodas, 8⅞" height, small lettering near bottom.

6000 gr. 12-oz. amber plain slope neck beverage bottles.

7000 gr. 12 oz. amber juice bottles, 27 mm. white cap finish.

50,000 full depth wooden 7-oz. cases, inside dim. 13½" x 9⅛" x 8⅜", 15c each.

FOR EXPORT ONLY: 240 gr. new 10-oz. ACL Mavis sodas.

Write—wire—or 'phone . . .

I. BASKOWITZ

BOTTLE COMPANY, INC.

1301 Grand St., Brooklyn 11, New York

HYacinth 7-1775

SPECIAL ANNOUNCEMENTS

AIDMON BOTTLE & SUPPLY CO., INC.

7615 Third Avenue Brooklyn 9, New York

"We Buy, Sell, Exchange"

BOTTLE BARGAINS

2000 gross 7 oz. split bottles new, emerald green and amber.
5000 cases attractive 7 oz. sodas.
1000 gross 12 oz. plain flint select.
2000 cases 12 oz. ACL STEINIES.
3000 cases 28 oz. soda bottles.
500 gross select shape 32 oz. beverage bottles, flint & e.g.
10,000 full depth cases 32 oz. plain bottles.

MACHINERY SPECIALS

Complete Automatic Model F Dixie plant—used three years D & L washer, Cem Saturator, accumulating table, syrup room equipment.
Fillers, carbonators, water coolers and syrup room equipment.
60 Soda tanks—guaranteed in excellent condition.

BOTTLERS' TRADING POST

IT IS INCOMPARABLE!

A-1 Cola Base Concentrate

"The Cola of Superior Flavor"

write for free sample to

CLOISTER LABORATORIES, INC.

325 W. Huron St. Chicago 10, Ill.

Charles S. **JACOBOWITZ** *Co.*

3071 MAIN STREET BUFFALO 14, N. Y. AMHERST 3100

TWO EXTREMES in BOTTLE WASHERS

***Just purchased* — Liquid 5-wide, Red Diamond Universal Washer, automatic discharge, used less than 2 years since new.**
Barry-Wehmiller, 5 compartment, 24-wide washer, capacity up to 240 BPM, used less than 5 years since new.
Both machines available immediate delivery, subject to prior sale, less than 50% of new selling price.
Tell us your requirements for bottle washers, fillers, carbonators, coolers, labelers.
Tell us what surplus equipment you have to dispose of.

Serving American Industry for over 30 Years

CLASSIFIED ADVERTISING

FOR SALE

Business Opportunities, Bottling Establishments

FOR SALE—Complete bottling plant, buildings and machinery $91,000.00 Lloyd Thomas appraisal; crown, sugar, etc. at inventory; trucks in excellent condition; owner's illness reason for sale of profitable 28 spout filling operation in Cincinnati area. Box G 708—6-1.

FOR SALE—Complete bottling plant, Meyer Dumore Jr. Soaker, Burns filler only used 8 months; carbonator, cooling system, heater, tanks; many other items for a complete plant.—LEONARD MEYER, Rosenberg, Texas.—6-2.

FOR SALE—Small bottling plant; same in operation can be seen and price is very interesting; two truck and pickup.—Box 1611 Station C, Cleveland, Ohio.—6-1.

FOR SALE—Natural Springs and completely equipped bottling plant, 180 cases p.b. cap, soft drinks, spring unlimited, all concrete base new building with 10 acres, in Northern New York year-round resort area. Territory comprises 200,000 population; equipment in fair condition; low operation cost and taxes; price $20,000; terms.—MRS. RUTH ENOS, REAL ESTATE AGENT CHAUMONT, Jefferson Co., N. Y.—6-1.

FOR SALE—Bottling plant in Ohio, in operation since 1929, consisting of 3 trucks, 2 Dixie fillers, Howe washer, Liquid carbonator, complete syrup room equipment, conveyors and office equipment, 2 leading franchise drinks with plenty of bottles and cases; will sacrifice for less than $10,000 because of ill health; answer, Q. O., Box 664.—6-1.

FOR SALE—South Carolina bottling plant; national franchise cola drink located in heart of industrial section; plant in operation 35 years; increased price territory; making money; $20,000.00 will handle.—Q. O., Box 666.—6-1.

FOR SALE

Machinery, Apparatus, Materials, Bottles, Boxes

FOR SALE—4 12 Half pints to quarts Meyer bottler washer; 40 spout Liquid filler; 7 head Jumbo Crowner; 12 head Cem Mixer; 250 cph Monomer Carbo-Cooler; 50 ton York Ice Machine; 6 ton York Ice Machine; this equipment was used up to the present time and was replaced with larger equipment; excellent condition.—GOLDEN AGE BEVERAGE CORPORATION, Youngstown, Ohio.—6-1.

FOR SALE—800 boxes 6½ oz. soda water bottles, 24 to the case; 600 cases 12 oz. beer bottles, flint, export style; 100 gr. 24 oz. amber water, White Rock style in crates; 200 gr. amber 7 oz. splits, in cartons; 200 gr. emerald green 7 oz. splits in full depth boxes (24); 200 gr. amber 7 oz. export beers in 2 doz. cartons; 100 gr. Cola 6½ oz. soda bottles, 24 in carton or full depth cs.; 600 cases Red Rock 7 oz. bottles in 2 doz. full depth boxes; 600 cases Cliquot Club 7 oz. in 2 doz. full depth boxes; 200 cases Hep 7 oz. bottles in 2 doz. full depth boxes; 100 gr. 12 oz. ambers in 2 doz. cartons, non-refillable; 2000 doz. 32 oz. Cattle Club Sodas ACL flint in full depth cs.; 100 doz. 32 oz. Bolts and Seven in one doz. boxes; 600 cases Richardson 12 oz. in 2 doz. full depth cases; 100 cases 6½ oz. Smile bottles flint in 6 shells; 30 gr. Steinie flint bottles 64 oz. in crates; 50 gr. Ginger Beer Bottle 7 oz. amber in 2 doz. cases; 6000 full depth boxes for 8 oz. Nehi bottles; 5000 full depth boxes for 12 oz. Nehi bottles; 1000 half depth shells for 30 bottle Grapette; 1000 full depth 12 oz. cases, for 24 bottles; 2000 full depth boxes for 7 oz. bottles; crocks, 20 and 50 gallon cap.—BEVERAGE DEALERS PROTECTIVE CO., 2652 East 67th St., Cleveland, Ohio.—6-1.

FOR SALE—40 Spout Cem Filler; type ICZ 845 International Water Treating Plant complete with Sand and Gravel Filter and Hydroclarco Purifier.—GREENSBORO COCA-COLA BOTTLING CO., Greensboro, N. C.—6-2.

Available for immediate shipment **complete 40 spout Liquid Carbonic Bottling Equipment as follows:**

WASHER—12 wide 4 compartment DeLuxe Super Kleen, Serial #L-S 39-583

FILLER—40 Spout filler and 20 spout siruper DeLuxe, Stainless steel, Serial #2091

CROWNER—8 Head Rotary, DeLuxe Crowner #710

CARBONATOR—Model D, 800 gallon Liquid Lifetime Magic Carbonator #168627

COOLER—Liquid Red Diamond Refrigeration unit with 2 compressors

36" ACCUMULATING TABLE—complete with all conveyors for use with above equipment

MIXER—(New 1948) 15 Head Liquid Mixer Serial #4858

PARTS—All parts on hand for the above equipment.

Although most of this equipment has been used 10 years it is in almost perfect condition.

Please contact:

MANHATTAN ROYAL CROWN CORPORATION
2920 South Michigan Avenue
Chicago 15, Illinois —4-TF.

FOR SALE—Dumore 8 wide 3 tank quart washer, good condition, priced low, etc.—MINNEAPOLIS BOTTLING COMPANY, 245 South 14th Ave., Minneapolis, Minn.—2-1.

FOR SALE—FREE . . . NO CHARGE . . . Dixie owners and operators send post card today for throat gasket band; REDUCE gasket shim and bottle filling trouble.—BOTTLERS SERVICE & SUPPLY CO., 110 First Avenue N, Minneapolis, Minn.—4-tf.

FOR SALE—8 wide D&L Washer (hydro) purchased in 1948, this machine is in excellent condition and will sacrifice for quick sale, as is where is.—FREEMAN'S BEVERAGES, INC., 610-620 Oriskany Street W., Utica, N. Y.—4-1.

FOR SALE—3,500 half-depth shells; 24 wooden pockets, can be used for 7 oz., 8 oz., or 10 oz. bottles.—BARQ BOTTLING CO., 3135 Sackett Avenue, Cleveland, Ohio—4-4.

FOR SALE—40 spout CEM filler and crowner, completely rebuilt and guaranteed. Installed brand new Spider drive gear, other gears and many new parts. Reasonable. — FIRSTENBERG BOTTLERS' EQUIPMENT CO., 303 Powell St., Brooklyn 12, N. Y.—4-TF.

FOR SALE—6 w. Heil 1941 washer, good condition; 12 spout Liquid Red Diamond with variable speed drive in excellent condition, 15 head Liquid Mixer, 2-60 gal. stainless steel tanks; must move it.—Mr. M. COHEN, 324 Christopher Ave., Brooklyn, N. Y.—4-TF.

FOR SALE—World Rotary auto labeler with variable speed drive for quarts, body-neck foil; 40 spout Liquid carbonator; 2-200 gal. stainless steel tanks and one Star Liquid sirup filter; also 36" accumulating table; any of the machines listed available now and no reasonable offer for any item will be refused.—Q. B., Box 649.—4-TF.

FOR SALE—16 head Kendall bottle tumbler for splits, pints and quarts; variable speed drive; very reasonable.—NEHI BOTTLING CO., 1002 N. Washington Ave., Scranton, Penna.—4-TF.

FOR SALE—32 spout Liquid low pressure with Jumbo "E" Crowner; 8w2c Liquid Superkleen washer; Liquid Mixer; 500 gph Liquid Lifetime carbonator; World automatic B.N.F. Labeler; any reasonable offer for line or separate machines considered.—Q. Z., Box 648.—4-TF.

FOR SALE—Model C Dixie semi-automatic, adjustable dial, Reeves drive, machine has been used very little, good as new.—NEW ROCHELLE BEVERAGE CO., INC., 22-24 Lafayette Avenue, New Rochelle, N. Y.—2-1.

FOR SALE—2252 Cases of new Lemonette bottles packed 20 bottles to the case in Grapette wooden cases, 200 gr. new Lemonette bottles in original containers; 2400 cases of new Orangette bottles packed 30 bottles to the case in Grapette wooden cases, make offer.—GRAPETTE BOTTLING COMPANY, 300 W. Murdock, Oshkosh, Wisconsin.—3-tf.

FOR SALE—BIG DISCOUNT . . . Dixie and Cem stainless steel siruppers.—BOTTLERS SERVICE & SUPPLY CO., 110 First Ave., Minneapolis, Minn.—4-4.

FOR SALE—28 spout Cem filler; 500 gph Cem saturator; bottle inspector; bottle mixer; 36" accumulating table.—MR. H. ORLEN, 5123 Ave. "H", Brooklyn, N. Y.—4-TF.

FOR SALE—Dixie "F" automatic; 250 gph Cem saturator; 4w2c Meyer Dumore washer; 5 Hp "P & K" water cooler; Ermold labeler; very reasonable, will sell part of it or will trade for other equipment.—P. X., Box 647.—4-TF.

PLAY IT SAFE!

WITH THE INSTALLATION OF A

"BOTTLE SCOPE" Inspection Unit . . .

- Hundreds of plants rely on "BOTTLE SCOPE" for practical product control . . . Easily installed on any bottling line, for any size bottles. . . .
- At present, we can make PROMPT DELIVERY!

BOTTLE SCOPE MFG. CO.

Baltimore and Union Avenues Lansdowne, Pa.

We Will Buy (And Sell) At Any Point

Any Quantity of Emptied 10-Gallon Grapette, Double-Cola, and Pepsi-Cola Metal Cans; and Also Wooden Kegs, Barrels and Steel Drums.

BUCKEYE COOPERAGE CO.

3803 Orange Ave. Cleveland 15, Ohio

FOR SALE

1250 gross 6½-oz. capacity, 14-oz. weight, emerald green sodas with initial on shoulder, packed paper crate service cartons; 12,000 cases 12-oz. capacity flint export shape beer bottles, packed 24 paper fibre board boxes; 7,000 cases 12-oz. capacity emerald green export shape beer bottles; 250 cases 32-oz. capacity siphons.

Approximately 10,000 wood beer cases—light weight—full depth—no partitions—for 12-oz. bottles.

SIGNER BOTTLE SUPPLY CO.

Wilstach & Dalton Sts., Cincinnati 14, Ohio

Phone: Cherry 6227

ALWAYS BUYING

Soda Water Tanks — Block Tin Tubing — Syphon Tops. Get Our Prices First!

RELIANCE LEAD SOLDER & BABBITT CO., INC.

399 Genesee St. Buffalo 4, N. Y.

FOR SALE

300	gross, 7½ oz. Tall Flint Sodas, New
700	gross, 8 oz. Tall Flint Sodas, New
30,000	cases, 12 oz. Emerald Green Ales, Ballantine style
10,000	cases, 12 oz. Export Shells, paper partitions, 24 ea.
10,000	cases, 12 oz. Steinie Shells, paper partitions, 24 ea.
3,000	cases, B-1, ACL Emerald Green Bottles & Boxes 24 to ½ depth case
30,000	cases, Used 2 doz., 12 oz. amber select Beers

We buy all surplus bottles and Crowns

PENN BOTTLE & SUPPLY COMPANY

5619 Cherry Street Phila. 39, Penna.

FOR SALE—3500 to 4000, 24 compartment ½ depth wood cases in prime coat, suitable for 12 oz. standard or steinie bottles.—EPPING BOTTLING WORKS, 700 Logan Street, Louisville, Ky.—6-1.

FOR SALE—10,000 cases 24/8 oz. ACL bottles to a case, full depth 24 pocket; 1,000 cases 24/7 oz. Emerald green ACL bottles to a case, full depth 4 pocket; 6,000 cases, 24/6 oz. ACL bottles to a case, full depth 24 pocket; for samples, write MORAND BROS. BEVERAGE CO., 818 S. Max St., Chicago 7, Ill.—6-1.

FOR SALE—6 wide D&L Soaker, 1948; used only the past 1½ yrs. like new, serial No. 2737, $2500.00; 12 Spout Liquid Red Diamond High Pressure Filler; overhauled completely in 1951; Serial No. 485, $800.00; 250 gal. Liquid Lifetime Carbonator; good condition, $250.00; York Ice Machine No. 444FW-5 H.P. with Larkin Instantaneous Water Cooler; 200 gph, $700.00; Permutit Water Filter, model OCN No. 67866, $175.00; the above line in excellent operation at our Columbus, O. plant daily.—QUENCH BEVERAGE CO., Jos. Koppelman, 3718 Palmerston Rd., Cleveland 22, Ohio. TELE.—SKyline 1-5839.—6-1.

FOR SALE—Model B Jumbo 7 Head Crowner No. 132 for qts. and ½ gals., $300.00; Liquid 8 wide Superkleen, single compartment Soaker 1935, overhauled in 1951, $750.00; Liquid 24 spout Filler with Adriance 2 head Crowner, 1930, overhauled 1950; performance equal to new machine; split and steinies only $850.00; 800 gal. Cem Negro Saturator, pump overhauled and new motor 1951, $750.00; 250 gal. Liquid Lifetime Carbonator, $200.00; 100' Stainless Steel conveyor track, nearly new, $3.00 ft.; Bishop Babcock 300 No. gauges, Liquid 80 No. gauges, 3 Durant Case Counter, $10 ea.; M.K.O. Low Water cut off type 20, 5 machinery legs @ $15 ea.; 90 degree Power turn; 145' Stainless Steel Guard Rail for Conveyor track; Rapid Standard Power Booster 2' long $200.00; 2 10' Rapid Standard Skate Conveyor, $18.00 ea.; 90 degree Rapid Standard Skate Right Hand Spur $40.00.—QUENCH BEVERAGE CO., 3718 Palmerston Rd., Cleveland 22, O. TELE.—SKyline 1-5839.—6-1.

FOR SALE—180 cases Rummy bottles; color applied label, 7 oz. cap. $1.00 per case & bottles, F.O.B. Hudson, Mass.; address — WILLIAM BRODERICK, 58 School St., Hudson, Mass.—6-2.

FOR SALE—120 case steel body, $50.00; Weldmech 92 case body, factory built, all steel, $100.00; reply to—SEVEN-UP BOTTLING COMPANY, Box 2318, Abilene, Texas.—6-1.

FOR SALE—Mohawk Springs to a beverage company; never failing pure water with railroad transportation near by.—MRS. RAY LEONARD, 8 So. Main Street, West Lebanon, N. H.—6-1.

FOR SALE—Rebuilt Miller Hydro 2-14-46 No. 648 HX 30 B.P.M., $800.00; Model C Dixie Filler No. B 409, $500.00; 250 gal. Liquid Carbonator, $100.00; Potter & Ragfield Cooling Tank and York Ice Machine compressor, $200.00; the above machinery last used at Canada Dry Bottling Company and ran about 75,000 cases since being rebuilt; the above prices are for cash; Orr-Sembower Boiler, 10 HP Size No. 622, $300.00, oil burner in tip-top mechanical condition; we also have a 24 spout Red Diamond filler in operation at the present time at our plant at Forest City, North Carolina, and also a 16 head Miller Hydro Mixer which is being used at Forest City, too; both of these machines may be seen in operation at the present time at Forest City; they are in the very best condition, and are being taken out to be replaced with larger machines. The price for both these machines is $2,500.00; also, at Forest City we have a 1,000 gal. Liquid Carbonator in excellent mechanical condition for $500.00.—HARTNESS BOTTLING WORKS, INC., 729 South Church St., Spartanburg, S. C.—6-1.

FOR SALE—Dixie F fully automatic with Reeves Drive dials for 7 to 32 oz. bottles top condition; Red Diamond 325 gal. water cooler 10 HP two speed Freon carrier compressor; Rapid Standard Power Hoist booster to 12 feet high, challenger model, portable.—HATHAWAY'S, 719 West 7 St., Sioux City, Iowa.—6-1.

FOR SALE—1500 full depth wood cases for 32 oz. quarts, good condition 25c FOB.—HATHAWAY'S, 719 West 7 St., Sioux City, Iowa.—6-1.

FOR SALE—Model C Dixie automatic feed $300.00; Liquid Magic Carbonator 350 gph, $125.00.—KANKAKEE BOTTLING WORKS, 850 West Station Street, Kankakee, Illinois.—6-1.

FOR SALE—5000 half depth shells for 7 oz. bottles, imprinted Orange Crush, will sell all or part; perfect for Coca-Cola or Seven-Up bottles; 30c each F. O. B. Rochester.—IMPERIAL BEVERAGE COMPANY, 234 Orchard Street, Rochester 6, N. Y.—6-1.

CLASSIFIED ADVERTISING

ASSISTANT SALES MANAGER

Nationally-known franchise house, established and growing fast, has opening for assistant national sales manager; must have beverage sales experience; capable of directing sales in field; our organization knows of this advertisement; write, giving complete details as to your background and experience; all replies will be confidential. BOX 663, c/o National Bottlers' Gazette, 9 East 35th St., New York 16, N. Y.

FOR SALE—30 ton Potter-Rayfield water cooler; Liquid Carbonator, 100 gal. Stainless Steel tank with hot Syrup Cooler; 4 lg. size Evans Heater; Sand & Gravel filter; Servel 3 ton Compressor with 4 fans for cold storage unit; Canada Dry bottles and cases, bottles both plain and applied label; all above equipment practically new; will sacrifice. P. O. BOX 348, Hot Springs, Arkansas.—6-1.

FOR SALE—508 PH Shields bottler automatic Reeves drive; Liquid Carbonator, Miller Hydro Washer, gas hookup; carbonation tester and spare parts for machinery; 168 case deck bed with curtains; 1947 Studebaker trucks M-16 long W-B new motor; will sell any of above separate or I would be interested in pickup trucks in trade; any reasonable offer accepted.—MR. JAMES LAMB, Cassopolis, Michigan.—6-1.

FOR SALE—120 CPH D&I Washer, Dixie Model F with one man hookup, Dixie Model F automatic Crown 250 GPH saturator, single unit Evans Heater, new in 1947.—GRAPETTE BOTTLING CO., 3712 National Highway, W., Springfield, Ohio.—6-1.

FOR SALE—Liquid 4-12½ in. washer; Liquid 40 spout filler; Liquid 8 head Crowner; Liquid 15 Head Mixer; Carbo Cooler 750 GPH Ice Compressor; Liquid 40 spout filler; Liquid 8 Head Crowner; this equipment is all in excellent condition, and has been running until just recently; it has been replaced by larger equipment.—PEPSI-COLA BOTTLING COMPANY, Youngstown, Ohio.—6-1.

FOR SALE—Shields soaker, 4 wide, with motor; Shield 2 head filler, with motor, Bastian Blessing Majestic 250 gal. pr. hr. cap. with motor; this all for $500.00; all machines in good condition, replaced by larger ones; Shield 2 head filler with motor; Baby Lowe Soaker with motor; Bastian Blessing Carbonator, 250 gph with motor; all $500.00; we have other machinery and tanks; let us know your needs, we may have it; roll top desk, flat top desk and swivel chair, combination safe and other office fixtures.—Box 1611, Station C, Cleveland, Ohio.—6-1.

FOR SALE—2 large 500 gal. copper tanks on stands, equipped with water glass also large still.—EAGLE BOTTLING CO., 1901 Cherry Street, Kansas City 8, Mo.—6-1.

DISTRICT REPRESENTATIVES FOR EXPANSION PROGRAM

A leading franchised beverage, established and growing fast, needs representation in (1) North, South Carolina, (2) Georgia and Florida, (3) Indiana, Western Ohio, (4) Louisiana, Arkansas, Mississippi, (5) Washington, Oregon, Idaho, Montana, Wyoming, (6) California, Nevada. All our representatives definitely know this ad. Lucrative commission arrangement, protective contract, non-competitive line permitted. A chance to build your future. Write or wire Box 301, care of N.B.G., 9 E. 35th St., N. Y. C., for details at once.

CLASSIFIED ADVERTISING

FOR SALE—Star Liquid De Luxe Carbonator, 250 gal. per hour; World Economic labeler hand feed; Potter Rayfield bottle inspectors, all in good condition.—JACOB ADAMO, INC., 81 Prospect St., Staten Island 4, N. Y.—5-1.

FOR SALE—Used trucks equipped with closed deck bottler's body, inside cap. from 172 to 208; for full information apply—COCA-COLA BOTTLING COMPANY OF MINN., INC., 2025 University Ave., S. E., Minneapolis 14, Minn.—5-TF.

FOR SALE—KB5 1947 International truck with enclosed 1948 Herman Body 5 case wide, 4 high with depressed roof, 32,000 miles, perfect condition, $1250.00.—GRAPETTE BOTTLING COMPANY, 300 W. Murdock, Oshkosh, Wisc.—5-TF.

FOR SALE—3 1948 Chevrolet 1½ ton trucks with 1948 Quirk bodies 5 cases wide, 4 high with depressed roof, 28,000 to 33,000 miles, perfect condition, $1,250.00 complete each.—GRAPETTE BOTTLING COMPANY, 300 W. Murdock, Oshkosh, Wisc.—5-TF.

FOR SALE—Filler, crowner & carbonator, Liquid Carbonic 40 head, $7500.00; water cooler, York, 750 GPH, $550.00; equipment in good condition, can be inspected in Philadelphia, offered as is, where is, subject to prior sale.—R. D. MOORE, AMERICAN STORES CO., 424 N. 19th Street, Philadelphia 30, Pa.—5-2.

FOR SALE—144,000 8 oz. Georgian Green bottles; most in original cases.—CHOATE & ATKINS, INC., Eustis, Fla.—5-2.

FOR SALE—Used Equipment; Ermold straight line automatic multiple labeler, model 70, 6 wide for body and neck labels, in excellent condition; Liquid Carbonator 200 gph, reconditioned; Water Filter, quartz and minchar, 800 gph in excellent condition; Lomax Syrup Maker and Filter SR-60, reconditioned; Monitor Oil Fired boiler with storage tank and pump, in good condition; write or call regarding these exceptional buys.—TELE. CAlumet 5-8800, THE FILTER PAPER COMPANY, 2420 South Michigan Avenue, Chicago 16, Illinois.—6-1.

FOR SALE—20" Hydro Darco Purifier; Liquid 12 spout filler; Liquid Universal 4 wide washer; 250 gal. pr. hr. Liquid refrigerator unit on base with 5 hp. motor; one compartment Evans heater; 250 gal. Liquid Carbonator; Permutit carbon unit; Permutit sand filter; New Moonmier carbo cooler, type 6, 110 gph, used 3 months; Alsop PF-3 pressure filter on base, 1 hp motor; the above equipment can be seen at Seven Up Bottling Company, Carbondale, Illinois; it will be available in 90 days; make offer for all or part; we must dispose of this equipment within the above mentioned time; send inquiries to.—SEVEN UP BOTTLING COMPANY, 1120 Montrose Avenue, St. Louis, Missouri.—6-4.

FOR SALE—2500 12 oz. wooden beverage shells, full depth, 15c ea. for lot; 11⅝ x 18 long, 10½ wide; 250 gr. each of following splits 6 oz. green, 7 oz. brown, plain ballantine shape neck, $2.15 gr.; 500 gr. each of following splits 7 oz. green and brown, plain, ballantine shape neck throwaway $1.75 gr.; excellent for chocolate or splits gingerale; 50 gr. ½ gal. whites-standard chane $6.00 gr. 10oz Gold Necklou—½ price.—CUTENCH BEVERAGE CO., 3718 Palmerston Rd., Cleveland, O. TELE.—Skyline 1-5820.—6-1.

FOR SALE—Complete 32 spout line 4 years old; consisting of Liquid 32 spout splits to qts. 12 wide, 3 compartment Super Kleen; 35 ton Red Diamond stainless steel water tower with compressor; 1000 gal. Liquid Stainless steel carbonator, Liquid Inspection Light; all track, chain, turns for same; can be seen in operation daily; exactly 50% of todays cost; will not be sold piecemeal; must be sold as a complete line; this unit completely overhauled last year; we are changing to larger equipment and can release same within 30 days.—JOSEPH KOPPELMAN, 3718 Palmerston Rd., Cleveland 22, Ohio.—6-1.

Need Equipment For the Summer ?

SAVE 50% or more

For Immediate Delivery!

Here is a partial list of FIRSTENBERG FACTORY-REBUILT EQUIPMENT for uninterrupted summer production:—

- **World Rotary Labeler, Variable Speed**
- **28 CEM Filler & Crowner**
- **500 GPH CEM Saturator**
- **8WQ2C Liquid Superkleen Washer**
- **Dixie Model "F" Filler & Crowner**
- **2-24" Loomis-Manning Water Filters**
- **36" Diameter Rotary Acc. Table**
- **24 Spout Liquid Red Diamond**
- **12WP4C Meyer Dumore Washer**
- **5 HP "Potter & Rayfield" Cooler**
- **90 CPH Sturdy-Built Soaker**
- **250, 1000 GPH Liquid Carbs.**
- **4W2CQ Liquid Superkleen Washer**
- **40 Spout Liquid Low Pressure**
- **6W4C Heil Bottle Washer**
- **Jumbo Model "E" Auto. Crowner**
- **10 H.P. Liquid Stainless Cooler**
- **20, 40 Spout CEM Fillers**

We have many more units available. Write us what you need for prompt quotations!

FIRSTENBERG
BOTTLERS' EQUIPMENT CO. INC.
301-307 Powell St., Brooklyn 12, New York

In business for over 60 years.

CLASSIFIED ADVERTISING

FOR SALE.—Two Dial-A-Drink machines cost $500.00 each; used three months will sell both for $375.00 F.O.B. here; single $225.00.—ROYAL CROWN BOTTLING CO., 117 S. 6th St., Steubenville, Ohio.—5-2.

FOR SALE.—Classic KB5 1947 International truck, perfect condition, 20,000 miles, $795.00.—GRAPELITE BOTTLING COMPANY, 300 W. Murdock, Oshkosh, Wis.—5-TF.

FOR SALE.—Model F Dixie semi-automatic, 2 yrs. old. Model F Dixie completely rebuilt. Brown carbonator 240 gals. cap. Are reasonable offer refused.—PHILIP MYER BEVCO, 843 East 156th St., Bronx, N. Y.—5-2.

WANTED TO BUY

Bottling Outfits, Bottles, Boxes, Machinery, Materials

WANTED TO BUY.—24 oz. bottles, emerald green and flint, large quantities.—SILVER BROOK BEVERAGE COMPANY, 1901 Webster Avenue, Chicago, Ill.—4-3.

WANTED TO BUY.—10 HP Liquid or 5 HP York Caldwell Stainless Steel water cooling unit.—P.Y., Box 646.—4-TF.

WANTED TO BUY.—Plain 24 oz. bottles, emerald green or flint, within 300 mile radius of Toledo, Ohio; quote price and style of packing.—MAVIS BOTTLING CO., 14900 Linwood Ave., Detroit 6, Mich.—5-2.

WANTED TO BUY.—Glass lined or stainless steel five hundred to seven hundred and 50 gal. syrup mixing tank.—EL PASO BEVERAGE SYRUP CO., 205 East Missouri St., El Paso, Tex.—5-1.

WANTED TO BUY.—Balmoore filler for parts, must be reasonable.—GARY FUST, 387 Huntington Ave., Buffalo 14, N. Y.—5-1.

WANTED TO BUY.—Refrigerating Unit (Compressor and Cooling tank) 120 to 600 gal. cap.; also 2 30" to 42" Sand and Carbon Filters.—CRYSTAL ROCK BEVERAGE CO., Spring Valley, Reading, Pa.—5-1.

HELP WANTED

Foremen, Helpers, Practical Bottlers, Salesmen

HELP WANTED.—Flavor chemist, able to formulate something exceptionally fine in a fruit base orange, from beginning to end; must understand all angles of the business; this is a small aggressive company; will share on a bonus arrangement plus a moderate salary—N. V., Box 652.—10-1.

HELP WANTED.—Sales opportunity; we are increasing our sales force under our 1952 expansion program; we have some lucrative territories open for outstanding salesmen or manufacturers' representatives to sell our well known flavor line to bottlers; applicants must know the bottling industry; you can work our line full time or we will consider applications of those who may have other lines; they are bottlers; if you are in a position to create a business with a quality flavor line permanently, commission is established, and new business, write full details of experience, lines handled and territory covered to: C. T. SCHROEDER, GENERAL SALES MGR., PENTRITH-AKERS MFG. COMPANY, 1311 S. 5th St., Minneapolis 4, Minn.—5-1.

HELP WANTED.—Experienced production manager with opportunity to buy an interest; thorough knowledge Dixie, Cem, Liquid fillers, several makes cookers, syrup making and water treating.—Q. E., Box 652.—5-2.

HELP WANTED.—Salesmen wanted; old established flavor house wants men; will consider side line or full time.—ESSENTIAL PRODUCTS CO., INC., 59 Fulton St., N. Y. C.—8-tf.

FOR SALE

1500—Single Shell Steel Quarters.
2000—Lee Steel Half Barrels, 1947's, 48's, 49's.
15000—Woodee Export Cases, paper partitions.
1500—Aluminum Half Barrels.
1—Ermold 8 wide Labeler.
3—World Labelers, qts. & pts. in operation at present time. Can be inspected.
500—Gross 7 oz. Brown Export Bottles.
1—12 wide Soaker, qts. and pts.

GIRARD MACHINERY & EQUIPMENT COMPANY
134 S. Second Street — Reading, Pa.

NEW PARTITIONS

All Types — Direct Factory Shipments And Quotations . . .

Buy — Sell — Exchange
BOTTLES AND SUPPLIES

M. WALSH SH 5-5856
8201 4th Ave., B'klyn, N. Y.

LIQUIDATING BOTTLING MACHINERY

1—Liquid Washer, 8-Wide, 3-Comp. Quarts
1—Meyer Washer, 8-Wide, 3-Comp. Quarts
1—Meyer Washer, 12-Wide, 5-Comp. Pints
1—Liquid Washer, 16-Wide, Quarts, 3-Comp.
1—Liquid Washer, 16-Wide, Pints, 4-Comp.
5—World and O & J Rotary Simplex Labelers
4—Liquid and O & J Rotary Duplex Labelers.
6—World and Ermold Semi-Automatic Labelers.
1—Infilco 12" dia. Filter with 12" Hydrodarco Purifier, prac. new.

PERRY EQUIPMENT CORP.
1419 N. 6th Street — Phila., 22, Penna.

FOR SALE

We are liquidating several Beverage plants —including Dixies; also 12 to 40 spout complete lines at 50% of new price.

We also stock stainless steel tanks new and used.

Immediate Delivery.

PHILADELPHIA MACHINERY COMPANY
3034 Boudinot St. — Philadelphia, Pa.
Re-9-1589

FOR SALE

10,000	Wood	Quart Cases, full depth, 20c each.
3,000	"	7 oz. Shells, full depth, 15c each.
3,000	"	6 oz. Shells, full depth, 15c each.
30,000	"	10 & 12 oz. Shells, full depth, 20c ea.
10,000	Fibre	NEW 7 oz. set-up Cartons w partitions, 15c each.
30,000	"	NEW 7 & 8 oz. K.D. Cartons, 30c ea.
7,500	"	NEW 32 oz. K. D. Cartons, 30c each.
70,000	"	NEW 12 oz. K.D. Cartons, 30c each.
100,000	12 oz.	Partitions, 4c each.

BISON BOTTLE COMPANY, INC.
28 WASSON ST. — BUFFALO 10, N. Y.

CLASSIFIED ADVERTISING

SALESMEN WANTED.—Neeco coffee soda; sales manager experienced in franchising, three, Middle West, South, and the West Coast; men with vision, who can carry themselves, this is opportunity for opening territories for the only new drink with the widest appeal.—THE NEECO COMPANY, Div. of the ATLANTIC EXTRACT COMPANY, INC., 134 Fulton Street, Boston 13, Mass.—10-1.

HELP WANTED.—Splendid opportunity for progressive salesmen to represent an old established flavor house that carries a complete line; ground floor opportunity for full time or side line; some choice territories; equitable arrangements can be made.—Peake Products Co., Inc., 808 So. Blvd., Bronx 59, N. Y.—5-TF.

HELP WANTED.—Steady employment for production man in Coca-Cola bottling plant, located in central West; salary $300 per month with all uniforms furnished; must have syrup mixing experience and be capable of operating Cem and Miller-Hydro equipment; send complete information first letter including a recent personal photo.—Q. C., Box 650.—5-2.

HELP WANTED.—Production man A1 mechanic for 100,000 case plant; must know CEM 20, Sanitation, and syrup mixing and must not be afraid to work; plant located in Wisconsin; must be able to handle, and get along with help; state experience, age, salary expected, and when available; write—Q. P., Box 665.—6-1.

HELP WANTED.—A reliable manufacturer selling nationally to the bottlers and beverage manufacturers, for many years, is desirous of adding a few men to valuable and productive open territories; these men should know the industry and possibly have another line which they are now selling to this trade; if you are in a position to extensively cover your territory with an outstanding line already established and well known, here is an unusual opportunity to substantially increase your earnings; write fully, stating experience, lines handled and territory covered; all replies confidential.—Q. L., Box 663.—6-tf.

WORK WANTED

Situations — Salesmen, Bottlers, Foremen, Helpers

WORK WANTED.—Experienced production manager with opportunity to buy an interest; thorough knowledge Dixie, Cem, Liquid fillers, several makes cookers, syrup making and water treating.—Q. E., Box 652.—6-2.

WORK WANTED.—Flavor Technician, employed seeks change; basic flavors, Pale Dry, Golden Ginger Ales, Cola, Root Beer, etc. syrups, general operation; specialist.—Box 61, Royal Oak, Mich.—6-3.

POSITION WANTED.—Experienced bottling plant manager 20 years; familiar with all phases plant operation; widower available at once; will go anywhere, if good proposition.—FRANK BALL, 129 Charles St., Annapolis, Md.—6-1.

POSITION WANTED.—Young man, 25, married, graduate degree in business administration, wants career opportunity with progressive bottler after hours; particular interest is sales, promotion, advertising; prefer New England or Middle Atlantic States.—Q. H., Box 656.—5-1.

POSITION WANTED.—General Manager seeking west coast position with opportunity; can furnish outstanding sales record and guarantee thorough knowledge of all phases of bottling operations; married, family.—W. N., Box 662.—5-1.

POSITION WANTED.—As plant superintendent in large bottling plant; over 12 years experience in the bottling industry; can furnish excellent references as to character and ability.—WILLIAM D. WARD, 605 West Maryland St., Evansville, Ind.—5-1.

POSITION WANTED.—Does your organization have the spot for me? Beverage production man and chemist by training and experience; can prepare syrups, develop and make beverage flavors, sanitary control, operate, maintain and repair washing, filling, cooling, carbonating and conveying machinery; 35 years old.—Q. F., Box 653.—5-1.

Get Pfizer's
money-saving citric acid
with the water "squeezed out"!

CITRIC ACID ANHYDROUS

● Pfizer Citric Acid Anhydrous is your old standby Pfizer Citric Acid in a form that will save you money. You'll find this acidulant meets all the requirements of purity of the U. S. Pharmacopoeia. In fact, it differs from Citric Acid U.S.P. only in that it contains no water of crystallization. (Which accounts for 8.58% of the weight of the U.S.P. product.)

Since the anhydrous material does not "dry out," you won't be troubled with variations in acidity from one batch to another. In addition to this convenience, consider the savings you'll make on shipping and storage charges...10 drums of the anhydrous contain as much actual citric acid as 11 drums of the U.S.P. You save 8½ lbs. shipping weight for every 100 lbs. of Citric Acid U.S.P. you formerly used.

Add up these advantages of Citric Acid Anhydrous and contact Pfizer today for your requirements. It's a simple matter to revise formulas. If you wish more information, write for Bulletin F-201.

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630 Flushing Ave., Brooklyn 6, N. Y.
Branch Offices: Chicago, Ill.; San Francisco, Calif.; Vernon, Calif.

Manufacturing Chemists for Over 100 Years

PFIZER QUALITY

PFIZER

Choose a Cream Soda that fits your market — one that will charm folks into steady buyers.

We've quite a list of candidates — fruit blends — vanilla types — with color — without.

The one you select has the backing of our 68 years' experience in quality control.

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